JULY 14, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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anytime is ***listening*** *time...and* ***radio*** *goes everywhere!*

With Spot Radio, you can reach thousands and thousands of folks who can't be reached any other way, in the summer! You can sell them in their cars, on the beach . . . at the pool, or wherever they go to keep cool. You'll know what you've got . . . if you buy Spot.

Radio Division

EDWARD PETRY & CO., INC.

the original station representative

New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

NO. 7 IN A SERIES
GLASS

The Fostoria Glass Company of Moundsville, W. Va., and the Imperial Glass Corporation of Bellaire, Ohio, are two prominent contributors to the economic life of the WTRF-TV area. The 4 million dollar payroll of the 1100 employees of these two producers of hand-made glassware help make the WTRF-TV area a super market . . . with 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

Serving
more
Advertisers

than
any other
Indiana*
TV STATION

WTHI-TV
Ch.
10
CBS
TELEVISION

CBS
ABC
NBC

(251,970 TV HOMES)
TERRE HAUTE, INDIANA

*Except, of course, Indianapolis

BOLLING CO., NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

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From sign-on Monday to sign-off Sunday

MORE PEOPLE WATCH KRLD-TV than any other DALLAS-FORT WORTH STATION

— ARB FOUR-WEEK DALLAS-FORT WORTH METROPOLITAN REPORT — APRIL 28-MAY 25, 1958

And this is only in Dallas and Tarrant Counties. Remember, in addition, KRLD-TV Channel 4 covers more area, more people, more income and more retail sales than any other station in the southern United States between the Atlantic Seaboard and the Rocky Mountains because — KRLD-TV *telecasts from Texas' tallest tower* — KRLD-TV *telecasts with* maximum power — KRLD-TV *operates on the lowest Dallas-Fort Worth Channel.*

KRLD-TV Channel 4 is the television station of The Dallas Times Herald, owners and operators of KRLD Radio. KRLD is the only full-time 50,000 watt radio station in Dallas-Fort Worth.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

closed circuit®

STILL A KITTY • House Legislative Oversight Subcommittee has spent all but $25,000 of its special $250,000 appropriation, but it has plenty of money to carry on for some time. Its parent House Commerce Committee has given it another $100,000. Chairman Oren Harris (D-Ark.) of subcommittee is also chairman of Commerce Committee. Mr. Harris, incidentally, still hopes to return to television cases in public hearings this Congressional session.

•

Big question is whether House will extend committee's life. One school, notably among highly placed Democrats, reportedly feels committee already has accomplished useful purpose. Besides, it has all but knocked off GOP's No. 2 man, Sherman Adams, and whether intended or not, that's hottest kind of campaign fodder this fall. With emphasis on government economy, Democratic majority well could conclude next January that Oversight fund be withheld, thus cutting committee's inquisitorial throat.

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DIVIDED EFFORT • United front in negotiating new ASCAP radio contract under auspices of All-Industry Radio Music License Committee appeared unlikely on eve of first meeting of committee in New York Wednesday (July 16). CBS Radio, it's learned authoritatively, intends to negotiate separately and it's expected other networks will follow suit. Some old line broadcasters oppose committee and are represented as feeling that best approach would be to enter a long-term renewal, probably 10 years, at existing rates of 2¼% less two 15's (sales and agency commissions) when contracts expire Dec. 31.

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One suggestion likely to receive favorable committee consideration is that ASCAP be asked to establish flat rate rather than percentage for stations in small income categories, i.e., those $100,000 and below. It's argued this would in long run save money for ASCAP since it would eliminate expensive auditing and bookkeeping details. Proponents of extension of existing contract, except for possibly flat rate idea argue amicable solution now would save headaches and possible litigation. ASCAP, at highest level, has let it be known [CLOSED CIRCUIT, *April 21*], *it would entertain renewal for five or possibly 10-year term. Tv renewal, effective last year, calls for 2% of gross, minus 10% sales commissions.*

•

PAY SCALES • Presumably Robert W. Sarnoff and Robert E. Kintner will get salary boosts with their respective promotions to chairman of board and president of NBC (story page 80). They're already in high tax brackets. Mr. Sarnoff was paid $125,000 as NBC president in 1957, according to RCA official reports on file at Securities & Exchange Commission. Mr. Kintner's salary as executive vice president is not on public record, but it's reported to have been $100,000 per year.

•

At outset of negotiations for charter participations in ABC-TV's new daytime schedule (story page 34), network and Young & Rubicam reportedly talked about three-year protection on rates. This was finally resolved to two-year rate guarantee which is in present contract. ABC-TV also understood to have guaranteed clearance of 80-90 station lineup covering 85% of U. S. tv homes, which is one reason Oliver Treyz, ABC-TV president, has described July 18 affiliates meeting as "most important" in network's history.

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WHO'S CALLING • Sen. Frank J. Lausche (D-Ohio) raised strong protest against telephone-tape interview practices of radio stations at last Wednesday's Senate Commerce Committee executive session. Sen. Lausche cited example of station calling individual and broadcasting conversation without so informing person called. In this particular call, senator said, word "insane" was used to describe complainant in litigation. Feeling is that beeper tone every 30 seconds is not sufficient warning that conversation is being recorded and that much can be said in initial 30 seconds or before person realizes he is being taped. Committee staff was directed to determine what regulations cover beeper recording and if they are properly being observed.

•

No replacement as such will be chosen for position left open by resignation of Rod Erickson, vice president and radio-tv supervisor at Young & Rubicam, New York, who soon joins Warner Bros. Television as vice president in charge of worldwide tv sales (see story page 50). His duties will be divided among present agency executives. One portion of his responsibilities, General Foods account, will be handled by Wick Crider, director of West Coast production for Y&R in Hollywood, who moves back east to be tv supervisor on GF account.

•

ALL TIED UP • FCC last week again came to grips with deintermixture problem but again found itself hopelessly divided and deferred action pending further study until first meeting after August recess—scheduled for Sept. 3. On agenda (last Wednesday) was question of deintermixing Columbus, Ga. to make it all uhf or all vhf. There's one v and one u in market now. Also discussed were other deintermixture areas, including Fresno, Bakersfield and Hattiesburg, Miss.

In deferring action, Commission instructed Broadcast Bureau to engage in fact-finding study in all areas in which deintermixture is under consideration to determine extent of white areas which may be created through elimination of existing v's. Notion is that it should consider deintermixture on overall, rather than patchwork basis. Action was deferred also on authorization of low power on-channel boosters because of complexities involving regulations and statutes, an interrelation of tv allocations problems.

•

JACKSONVILLE SHIFTS • Sale of WMBR Jacksonville by Washington Post Co. to group headed by WWDC Washington's Ben Strouse, will entail no change in management or personnel, according to Mr. Strouse. Upon FCC approval of $400,000 transfer (see page 54) Sid Beighley will continue as general and commercial manager. New owners also will retain WMBR call under agreement, as well as CBS-Radio affiliation. Ch. 4 WMBR-TV, which will continue under Washington Post Co. ownership, will acquire new call letters by virtue of am station sale.

•

Announcement shortly will be made of appointment of John H. Battison, former owner of KAVE-AM-TV Carlsbad, N. M., as consultant executive to Britain's Associated Rediffusion Ltd., ITA commercial contractor, on programming and operations. Mr. Battison, an Englishman, has signed for two years and is scheduled to leave for new post tomorrow (July 15).

•

FAST DECISION • FCC may break all modern records in whipping through final decision in contested television case. Last Monday (July 7) FCC announced instructions in ch. 7 case in Buffalo awarding grant to WKBW-TV Inc. over two other applicants, in so doing reversing its examiner. Because ch. 2 WGR-TV switches from basic ABC to basic NBC Oct. 1, FCC will make every effort to finalize ch. 7 grant prior to its recess Aug. 1 in hope that new station can begin operation as ABC affiliate by fall.

•

Buffalo situation grows out of decision of NBC to fold its ch. 17 WBUF-TV Oct. 1 because of inability of uhf to compete against two v's [LEAD STORY, *June 16*]. *Normally months elapse before FCC finalizes decision in comparative hearing case. In this instance, Opinion and Review Section has been given instruction to expedite. While FCC doesn't ordinarily disclose vote on instructions, since right is reserved to reach different result on adoption of formal decision, it's understood that vote was nip-and-tuck but finally wound up almost unanimous—6-1—for Churchill applicant.*

K. C. SIDEMAN RON HINOTE
reaches for one way down low
and hands it to the alligators.
Photo: Don Pratt

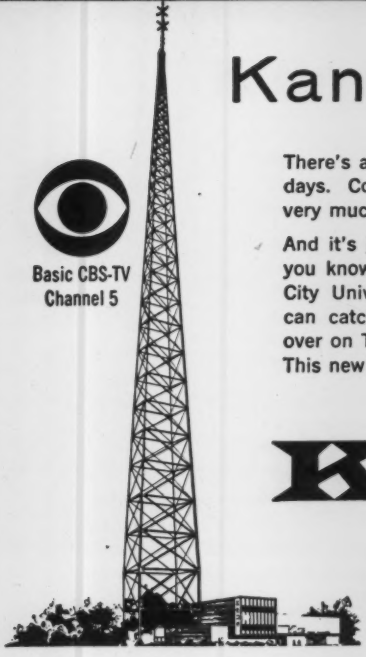
Kansas City and all that jazz

There's a new kind of jazz in Kansas City these days. Cool. Collected. Professional. But also very much alive.

And it's jumped right off Twelfth St. (the Rag, you know) and into the auditoriums at Kansas City University and the Conservatory. Or you can catch it in more traditional surroundings over on Troost Ave. or out on Blue Ridge Road. This new jazz harmonizes with Kansas City. For exciting things are happening here. It's a moving, imaginative, responsive community of more than a million.

And Kansas City responds — so say ARB and Nielsen—to KCMO-TV more than any other television station. Largely because we broadcast at maximum power from the world's tallest self-supported tower. And partly due to the fact that we dig Kansas City all the way.

Basic CBS-TV
Channel 5



KCMO-TV/ Kansas City, Missouri
Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by The Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

THE WEEK IN BRIEF

Broadcasting, a Public Utility?—Appellate court decision holds economic factors must be considered in station applications if service to public would be affected. This raises an important point: Must FCC regulate broadcasting under common-carrier rules, including rate and profit control. Page **33.**

'Operation Daybreak'—ABC-TV moves ahead with plans to sell 60 quarter-hours (Young & Rubicam taking 40). Competing networks privately voice apprehension as to advertiser breakthrough in daytime rate structures. Page **34.**

Money-Making Models—There's a new, and profitable market for the model agency, whose business it is to provide the faces and figures for tv commercials. Page **36.**

Oklahoma Backfire—Preferential tv rates, granted native advertisers, lead Tracy-Locke to cancel its Maryland coffee schedule in the state because Cain's coffee, an Oklahoma competitor, buys its advertising cheaper. Page **36.**

Videotape's Vistas—They're unlimited, enthuses BBDO's Steffan, following Redwood City trip in which flexibility of Ampex tape is explained. Page **38.**

Maypo's Millions—And all of it is headed for spot television this fall. The startling success of Maypo tv character, "Marky," marks expansion move by a hot cereal maker. Page **41.**

Baltimore's Ad Levies Illegal—Maryland circuit court judge puts "unconstitutional" stamp on taxes that threatened to become nationwide epidemic earlier this year. Page **41.**

Will Kellogg Plan Catch On?—Informal midwest survey shows stations are ready, with some qualifications, to change tv rates cards to accommodate multi-weekly program discount business under Kellogg-Burnett strip plan. Page **44.**

Films For Other Land—New Independent Television Corp. formed with prominent American and British companies in venture. Jack Wrather organization is one. Page **48.**

Warner Bros. Tv Expands—Rodney Erickson, in surprise move, leaves radio-tv vice presidency at Young & Rubicam to join Warner Bros. tv as vice president of worldwide tv sales. Page **50.**

What They Hear From the Mob—Chicago District Court rejects crime figure's bid to black out tv coverage of his Senate Rackets Committee. Page **52.**

Ace in the Hole—George T. Hernreich, who gets first shot at purchase of vhf station in Fort Smith, Ark., says he's preparing to assert these rights following proposed sale of station by Harry Pollock to multiple broadcaster-publisher Donald Reynolds, who now owns Fort Smith uhf. Page **54.**

Hard-Sell in N. Y.—WCBS-TV to set up its own sales staff —eight salesmen—in New York for the station. Spot Sales continues to represent station elsewhere in country. Page **58.**

Spectrum Study Nearer—Senate Commerce Committee unanimously reports out Potter resolution setting up five-man commission to study military use of spectrum; Rep. Bray presses for action on his identical resolution by House body. Overall goal—more uhf space for commercial broadcasters. Page **60.**

Winner in Buffalo—FCC reverses three proposed decisions by hearing examiner and moves to grant ch. 7 Buffalo, N. Y., to WKBW-TV. Decision receives top priority in effort to get third Buffalo v on air before NBC-owned uhf outlet goes dark. Page **64.**

How They Feel on CATV—NAB, networks and tv stations commenting on FCC's inquiry on CATV and other secondary tv systems are emphatic in defending an originating tv station's rights to say who can and who can't pick up its programs for re-use, but opinions vary on whether FCC has regulative authority over CATV. CATV systems generally are against any regulation. Page **66.**

NBC Executive Elevations—Robert Sarnoff advances to chairman of the board of NBC; Robert E. Kintner becomes NBC president. Page **80.**

Goldenson's 25 Years—Industry leader reflects on quarter-century in show business, finds tv the shining star and only beginning its ascendancy. Page **82.**

MR. HUNTER

Fast Way to Film Ruin—Rollo Hunter of Erwin Wasey, Ruthrauff & Ryan describes new danger in field of film commercials: "filmicide." He says price wars among competitors will lead to inferior product and, consequently, business failure. Read MONDAY MEMO. Page **103.**

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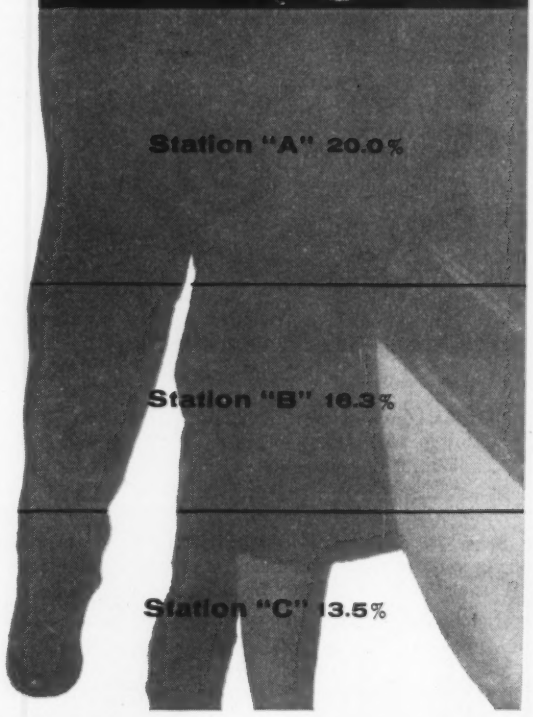
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

In Kansas City . . . .
WHB reaches more men and women . . . . than the next 3 radio stations combined



Sure, WHB is consistently and dominantly first in total audience every hour of the day.* But how about men and women? Never mind what they *figure* to do. What *do* they *do?*

Of *all* the men and women who listen to the top 4 Kansas City radio stations . . . 50.2% listen to first place WHB. (Nielsen, April audience composition analysis, 6 a.m.-7 p.m. average.) And every hour of the day more men and women listen to WHB than to *any* other station.

Talk to a Blair man . . . or WHB General Manager George W. Armstrong about WHB's tremendous 96-county coverage plus powerful and mature audience appeal.

**Whether you're talking about Metro Pulse, Nielsen Trendex or Hooper . . . Area Nielsen or Pulse*

IT'S A WAYNE STITT AFTERNOON, TOO!

From 4 to 7 pm every day, Wayne reaches not only top audiences . . . but audiences rich in men and women. In fact . . . from 3 to 6, WHB reaches 60.5% of all men and women who listen to the top 4 Kansas City Stations. K.C. knows Wayne Stitt and he knows K.C., because he's been on the air in Kansas City since the age of 13. Wayne holds the Richard Widmark citation for outstanding success and leadership in broadcasting.

WHB
10,000 watts • 710 kc.
KANSAS CITY, Missouri

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
GENERAL OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

BARROW REINFORCES HIS POSITION AGAINST OPTION TIME, MUST-BUYS

Defense of Barrow Report recommendations, especially on option time and must-buys, were presented by two of its authors, U. of Cincinnati Law School Dean Roscoe Barrow and Princeton U. economics Prof. Jesse Markham, in session before FCC Friday. They'll appear again today (July 14) with Dr. Louis H. Mayo, assistant dean, George Washington U. Law School, who will present statement claiming option time and must-buy practices are violations *per se* of antitrust laws.

It was understood Dean Barrow will present second statement today on controversial multiple ownership recommendations of report (looking toward minimum of three tv outlets in first 25 markets instead of present total ownership allowed of five vhfs, two uhfs).

Dean Barrow, director of network study staff, said "unbroken rank" of witnesses who testified Barrow Report recommendations would destroy networks demonstrates "dramatically" dominance of networks in tv. Similar conclusions of network dominance were reached by House Antitrust Subcommittee, Senate Commerce Committee staff report and "informal view" of Attorney General held option time and must-buys are violations of antitrust laws, he said.

Networks fought Chain Broadcasting Rules when they were adopted before World War II but approve them today, he said, adding his opinion that if rules were first proposed today networks would be as solidly against them as they are against Barrow Report. He cited changes of position on option time by station representatives, and film group as evidence of network dominance and in latter case noted "coincidence" that film group's billings from sales to networks increased from 6% of their total in 1955-56 to 25% in 1956-57.

Regulated as Monopolies?

Citing witnesses' plea that networks not be tampered with in recession period, he said network billings are up 13.3% for first five months of 1958 (over same period of 1957) and CBS Inc. earnings are up for first quarter. Even if allocations were not scarce and fourth network developed, independent program producers, non-network advertisers and station reps would still have limited access to many stations in prime time, he said.

If networks must be protected with option time and must-buys, they are natural monopolies and should be regulated as such, he said, and wondered whether they in fact do not desire regulation.

Dr. Markham answered network assertion that Barrow study incorrectly matched tv networks against total tv industry, instead of against all national advertising media, in arriving at conclusions about degree of network dominance. Dr. Markham said networks themselves admit tv has "unique qualities" and recognize that more stations, not more magazines and newspapers, would reduce present concentration. He said staff agency interviews brought answers that network tv is "substitutable" by national spot tv, but that other media cannot substitute satisfactorily. Congress has established regulation for broadcasting, but not for newspapers and magazines, he added.

Television's Real Test

All top 100 advertisers, except distillers, use tv in combination with other media and all shift from one medium to another, but for different appeals, he said, adding that different media effectively compete only in the loosest sense. To networks' position that concentration study should have calculated network shares of markets in terms of revenue received and retained from time sales instead of share of total national tv time sales, Dr. Markham said this is like describing General Motors' 50% of auto sales in 1955 as 25% to account for component parts and materials GM bought from other firms.

Networks' assertions that they compete with other media for "advertiser's dollar" is as generalized as saying all producers of consumers goods compete for "consumers' dollar," he said. Real test of tv as market to itself, he said, is what would result if one cigarette producer, for instance, found himself shut off from tv while his competitors had access to it. He explained at some length economic theory that smaller number of competitors creates "presumption" of concentration.

FCC Chairman John Doerfer showed skepticism of theory that higher number of competitors reduce concentration by asking Dr. Markham if he felt it would be desirable if there were "40 networks" instead of three.

Dr. Markham felt networks compete for talent and audience but saw no proof they compete vigorously in "all aspects." He felt elimination of option time would increase competition both among networks and between networks and non-network program sources. He didn't feel basic problem, which in his opinion is posed by option time, would be solved by more tv stations or fourth tv network.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

INSURANCE PLAN • While Pillsbury Mills hasn't yet clarified its own thoughts on renewing *Playhouse 90* on CBS-TV next season, word is Allstate Insurance Co., Skokie, Ill., is hot on Thursday night 90-minute drama showcase and has renewed. About to expand into life insurance coverage, Allstate likes *Playhouse 90's* prestige factor, is enthusiastic about sharp sales increase since entering network tv last season. Pillsbury, meanwhile, considering staying with *90* until end of December, switching to another property first of year. Leo Burnett Co. is agency for both.

EVERY OTHER WAGON • National Biscuit Co. to sponsor half of *Wagon Train* on alternate weeks (Wed., 7:30-8:30 p.m.) on NBC-TV plus sponsorship of alternate week quarter-hour segment of three NBC-TV daytime programs. Ford Div. is alternate sponsor of *Wagon Train*. Daytime shows are still to be decided. McCann-Erickson, N. Y., is agency.

NOT CHILD'S PLAY • Rainbow Crafts, Cincinnati, for its Play-Doh compound used by children for modelling purposes, is planning to spend $2 million in radio-tv starting next fall. Among plans is spot schedule in radio in 40 top markets and 20 major tv markets. In addition two network tv participations will be bought on *Captain Kangaroo* and Art Linkletter shows on CBS-TV. No agency has been named.

PRUNE PLUNGE • California Prune Advisory Board, San Francisco, planning to spend half million dollars to promote prunes during 1958-59 season. Participations on Dave Garroway's NBC-TV program and magazines are among media plans for the campaign. Agency: Botsford, Constantine & Gardner, San Francisco.

HADACOL SPOTS • Hadacol Inc., Chicago (Super Hadacol), appoints Mohr & Eicoff, N. Y. and Chicago, to handle its account. A $300,000 spot radio-tv featuring performers Homer & Jethroe starts immediately, encompassing 200 U. S. radio stations and campaign on Texas tv outlets.

PERSONAL BUSINESS • Personal Products Corp., Milltown, N. J., has appointed Erwin Wasey, Ruthrauff & Ryan, Philadelphia, as agency for Coets, quilted cotton squares used with cosmetics and for household and first aid needs. Appointment effective Jan. 1, 1959.

at deadline

Musicians Guild Beats AFM In NLRB Movie Election

Musicians Guild of America, formed by former members of Los Angeles Local 47 of American Federation of Musicians, beat AFM in collective bargaining election, 580 to 484, to represent musicians in motion picture work.

Results of election, conducted by National Labor Relations Board, were announced Friday.

Cecil F. Read, who organized guild after expulsion last year from AFM, said he will "clean up old union" and voiced confidence interim back-to-work pact will be signed soon with Hollywood film producers. Guild members had objected to payment of money to Musicians Performance Trust Fund on ground there was inadequate check on what happened to funds.

Elliott Daniel, president of Local 47, said AFM "has lost a scrimmage but not the battle." He warned that AFM will resist "anti-union moves of the guild" and added "there is no place in Local 47 for those who practice dual unionism."

Hollywood musicians have been on long strike against major studios. Herman D. Kenin, AFM president who succeeded James C. Petrillo, said union is "disappointed" and declared "splinter movement is harmful to all musicians." He said "small group" had been swayed by emotions. Mr. Kenin warned AFM will resist any guild effort to invade new areas. He explained strike benefits will now stop.

ASCAP Negotiators Elected

Newly elected 17-man All-Industry Radio Music License Committee will meet Wednesday (July 16) at Waldorf-Astoria, New York, to elect chairman and review plans for copyright negotiations. ASCAP radio contracts expire next Dec. 31.

Elected to committee in industrywide mail balloting were Robert T. Mason, WMRN Marion, Ohio, temporary chairman named at organizational meeting held May 1 during NAB Los Angeles convention; Ben Strouse, WWDC Washington; Herbert E. Evans, WGAR Cleveland; Hugh K. Boice Jr., WEMP Milwaukee; Cy Bahakel, WRIS Roanoke, Va.; Elliott M. Sanger, WQXR New York; William S. Morgan Jr., KLIF Dallas; Sherwood Tarlow, WHIL Boston; George W. Armstrong, WHB Kansas City; Les Peard, WBAL Baltimore; Jack Younts, WEEB Southern Pines, N. C.; Bert Ferguson, WDIA Memphis; Richard D. Buckley, WNEW New York; Calvin J. Smith, KFAC Los Angeles; J. Allen Jensen, KSL Salt Lake City; Robert D. Enoch, WXLW Indianapolis; Herbert L. Krueger, WTAG Worcester, Mass. Messrs. Bahakel, Sanger, Peard, Ferguson and Buckley are not NAB members.

Walter Damm, Radio-Tv Pioneer, To Retire as WTMJ-AM-TV Chief

Walter J. Damm, vice president of Milwaukee Journal Co. and general manager of its broadcast operations (WTMJ-AM-TV) will retire Sept. 27 after 42 years with *Journal* organization. He will be succeeded as general manager of radio and television by George Comte, manager of radio and television. Succeeding Mr. Comte will be Robert Heiss, present assistant manager. Mr. Damm will be 65 on July 19.

Mr. Damm, one of radio's most forceful figures since its early days, served as president of NAB in 1931-32 and was in forefront of various association projects involving development of both radio and tv. He currently is chairman of NBC-TV Affiliates Executive Committee. Mr. Damm, as promotion manager of *Journal*, was responsible for operation of then WHAD in 1925, jointly owned by Marquette U. and newspaper. WTMJ was established in 1927 and he has been operating head since its founding, along with subsequent tv station.

Texas Co. Makes Heavy Buy Of Nighttime Radio Spots

Nighttime radio has scored success with Texas Co. (Texaco gasoline and other petroleum products), New York. Advertiser's newly-developed buying pattern in summer spot will bring nighttime to fore on weekdays with bulk of campaign placed weekends in both day and night periods.

Texas, through Cunningham & Walsh, New York, will run five-week flight, starting end of July, using "slightly stronger" campaign than last summer when it was in 80-90 markets. Last year, Texaco tried nighttime for first time, using only portion of its spot budget in that period, while easing up slightly on morning periods. Weekday spots this summer will be in nighttime only. Another departure: Texaco will not use any spot tv during summer, but will return to that medium in fall.

FULL CIRCLE

United Artists Corp., Without any fanfare, has re-released "Summertime," 1956 feature film with Katharine Hepburn and Rozzano Brazzi, to several film "art houses" in eastern U. S., and is reporting "good" box-office receipts. Significance: "Summertime," filmed in Italy, is one of major attractions in "UA-65" package which company has been selling to tv stations since last spring. UA-TV already reports excess of $3 million in sales on this latest grouping.

PEOPLE

JOHN L. McCLAY, assistant to **ROLLAND V. TOOKE,** vice president-general manager KYW-TV Cleveland, Ohio, named general manager. Mr. Tooke now will devote more time to executive duties for Westinghouse Broadcasting Co.'s Cleveland properties.

THOMAS P. CROLIUS, vice chairman of plans board and secretary of executive committee, and **HENRY S. JACOBSON** elected vice presidents of Reach, McClinton & Co., N. Y. Both are account supervisors. Mr. Crolius, who joined RM&Co. in May, 1957, formerly was account executive, Calkins & Holden. Mr. Jacobson, formerly vice president, Lennen & Newell, went to RM&Co. earlier this year.

PAUL MILLS, general manager of WBZ-WBZA Boston-Springfield, named midwest television sales manager of Westinghouse Broadcasting Co.'s Chicago office.

TOM O'DEA, Sullivan, Stauffer, Colwell & Bayles, N. Y., and **LOUIS F. ALLEN,** ABC account executive, to radio sales staff of H-R Representatives Inc., N. Y.

BARRY WOOD, formerly executive producer of NBC-TV's *Wide Wide World* and before that executive producer in charge of color tv for NBC-TV, has been signed by CBS-TV as producer under three-year contract.

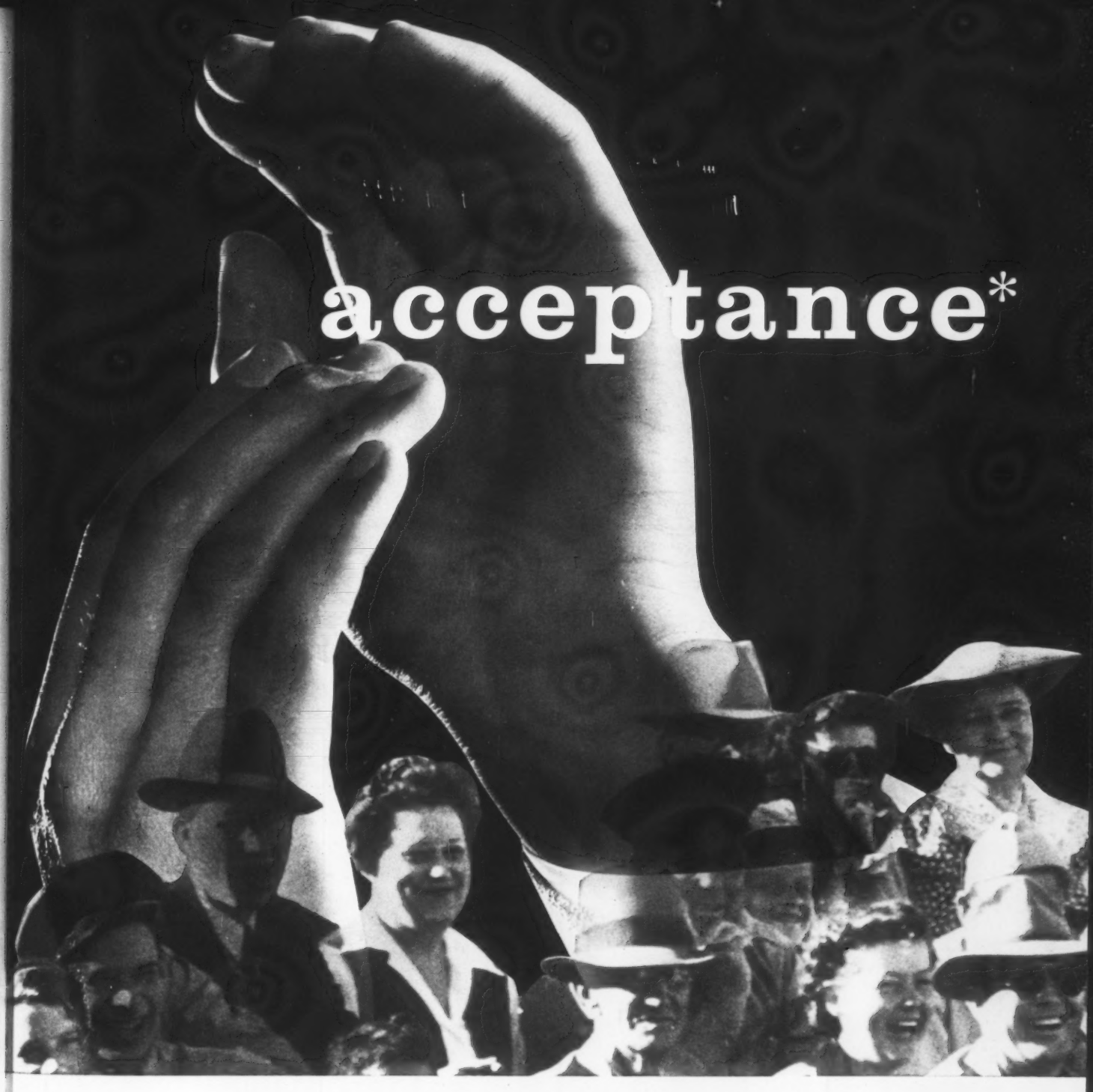
A. VERNON BOWEN, formerly with Geyer Adv., N. Y., and **CHARLES HARKINS,** formerly with Kudner Agency, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as copy supervisor and copywriter respectively.

JAMES E. McCARTHY, 61, vice president of Gerity Broadcasting Co. of Michigan and former dean of U. of Notre Dame College of Commerce, died Thursday while undergoing heart surgery in Presbyterian Hospital, Chicago.

DR. FRANK C. GOODMAN, 80, executive secretary of National Religious Radio Dept. of Federal Council of Churches for 25 years until his retirement in 1947, died Friday at his home in Amityville, N. Y. Dr. Goodman was credited with having established such pioneer radio programs as *National Radio Pulpit* and *National Vespers.*

Senate Passes No-Gift Code

Senate Friday (July 11) approved by voice vote, without debate, 10-point code of ethics resolution for government officials, including members of Congress. Resolution, which expresses "sense of Congress" only and does not carry legal force, was reported out of Post Office & Civil Service Committee Thursday. It enjoins officials to "never discriminate unfairly by the dispensing of special favors . . . and never accept favors or benefits under circumstances which might be construed by reasonable persons as influencing the performance of his governmental duties." Originally introduced by Rep. Charles E. Bennett (D-Fla.), measure was approved by House in August 1957.



WCCO Radio delivers...

More adult listeners than all other Minneapolis-St. Paul stations combined!†

More market . . . 1,008,800 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa and South Dakota.

More acceptance through vitality of modern programming for the audience you want to reach.
Call or write for full facts.

**Nothing sells like acceptance . . .*

WCCO Radio

Minneapolis-St. Paul. The Northwest's Only
50,000-Watt I-A Clear Channel Station
Represented by CBS Radio Spot Sales

† Nielsen Station Index, Mar.-Apr., 1958 / Station Total, 6:00 AM-Midnight, Mon.-Fri.

..."WITH MALICE TOWARD NONE"

...Another study in
a series of Washington
scenes brought to you
by WTOP Television with
photographs by Fred Maroon.
Designed by Henry Bacon,
this hallowed sanctuary
enshrines the colossal
seated figure of Abraham Lincoln
by Sculptor Daniel Chester French.
The interior walls are inscribed
with Lincoln's Gettysburg
Address and his
Second Inaugural Address.
Murals, by Jules Guerin,
allegorically suggest the themes
of Emancipation and Reunion.

REPRINTS ON REQUEST

WTOP TELEVISION
AT BROADCAST HOUSE, WASHINGTON, D.C.

AN AFFILIATE OF CBS TELEVISION NETWORK

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

REPRESENTED BY CBS TELEVISION SPOT SALES

*BIG RASCALS WIN BIG PRAISE
RADIO-TV DAILY
by TED GREEN
. . . "The BIG RASCALS," Guild Films RKO series featuring Leon Errol pushed WRCV-TV in Philly 269% into top level in its time slot. The program performed a similar rating chore for WGR in Buffalo.
THE BILLBOARD
Errol Talent Sparkles In 20-Year-Old Series
By BOB BERNSTEIN
The brightest, funniest comedy package to hit TV . . . Errol is riotous . . . Guild Films may revive comedy in TV.
SPACE & TIME
INSIDE ADVERTISING
. . . Guild doing well with its RKO comedy short subjects. Stations reported very happy with buys.
* BIG RASCALS . . . 133 RKO Comedies featuring Leon Errol.
GUILD FILMS COMPANY INC
460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

Word Gets Around

EDITOR:

Just a short note to express my very sincere appreciation for the flattering report of our activities in radio and television.

Talk about penetration! Within two days after the issue appeared I received dozens of telephone calls from friends in every facet of the advertising business as well as people who asked for more information about fm and good music stations and what you referred to as our "no nonsense copy."

Joe Gans
V.P., Radio-Tv Director
Maxwell Sackheim & Co.
New York

Top 40 Revisited

EDITOR:

If I were to sum up my feeling about the recent outbursts that greeted the NBC Spot Sales' Timebuyer Opinion Panel report on the subject of local radio programming, I could not do better than to paraphrase the great bard and say: Methinks they do protest too much. Could it be possible that these hysterical outbursts are occasioned by the fact that the shoe fits too well?

At the outset I would like to get a couple of issues in clear focus. First, the opinions expressed in our report are not those of NBC Spot Sales but are those of independent timebuyers in a sampling of agencies throughout the country. Therefore, are we to assume that the critics meant to impugn the intelligence or integrity of the primary source of the opinions—the 258 timebuyer panelists?

Second, and more important, I would like to refocus this discussion on the central theme of our investigation: The importance of local radio programming to the timebuying function. In this connection, let me point out that the "labels" used to categorize the various stations, the subject most vociferously bewailed by our critics, are terms commonly used in the trade and were not coined by NBC Spot Sales. Although some station operators and other reps may shy away from calling a spade a spade—or a "top 40 station" a "top 40 station"—this reluctance was not shared by the timebuyers in our panel. Nor is it shared by the trade press.

Our critics have conveniently overlooked the most revealing portion of the report—the comments of our panelists. Clearly, no charge of bias, loading or "rigging" can be leveled against the opinions, feelings and attitudes of a respected and responsible segment of the timebuying fraternity, expressing themselves in their own words.

The one all-important finding of the survey to my mind, and I am sure to the mind of every discerning reader of our report, is the degree to which those involved in the purchase of time are concerned with the *quality* of programming as well as with high numbers. The loud protests of those who would criticize what apparently has come to them as a revelation indicates to me that they, too, are becoming aware of this growing trend of evaluating a station's programming, and may even be beginning to hurt.

Far be it from me to deprecate the importance to an advertiser of reaching audiences of significant size. However, from the advertisers' standpoint, the success of a radio campaign cannot be measured by the size of its audience alone, but must also take into consideration the nature and composition of the audience and the effectiveness with which its commercial message penetrates the audience. This is clearly revealed not only by the responses of our panelists to the questions themselves but also by their volunteered comments which indicate that programming geared to foreground listening, programming with high attention value, is the kind that gets the best sales results. I repeat: This is not my opinion or NBC Spot Sales' opinion; it is the collective opinion of 258 timebuyers representing 203 advertising agencies throughout the country.

When NBC Spot Sales initiated its Timebuyer Opinion Panel report, I stated that its primary and only aim was "to serve as a medium of expression for timebuyers as a group and individually and to shed light on the changing nature and increasing problems of timebuyers." We shall continue to serve the broadcasting industry with subsequent questionnaires designed to accomplish this aim. Regardless of criticism, we will let the chips fall where they may, even though, as far as some of our critics are concerned, the results at times might have to be preceded with a cry of "Timber."

Thomas B. McFadden
V.P. for NBC Spot Sales, New York

EDITOR:

The entire programming controversy is way out of focus. The gross oversimplification of the subject is unbecoming to the industry. It reflects lack of self-understanding. Each radio station in every sizable city faces a different problem in attempting to establish a posture in its market in relation to its competitors. This is a vast complex. The varieties of sounds, sequences, moods and effects are infinite. Opportunities for play of imagination were never more pronounced.

The constant oversimplification references are like the schoolboy saying to Einstein: "Mathematics is simple, there are only 11 numbers from 0 to 10." Einstein would probably have answered, "Imagination is more important than knowledge."

Robert E. Eastman, President
Robert E. Eastman & Co.
New York

EDITOR:

Today's radio networks, who have been severely hurt by modern independent radio stations across the nation, are currently conducting psychological warfare against their opponents with a generalizing both malicious and deliberate . . . For the networks to give the Top 40 handle to all modern independent operations is a deliberate attempt to create an unfavorable aura around anything which is not network—an attempt to cope with their own inadequacies in providing the kind of modern radio service which today's listeners demand.

Sherwood R. Gordon
President, Gordon Stations

EDITOR:

Thanks to BROADCASTING for the unbiased

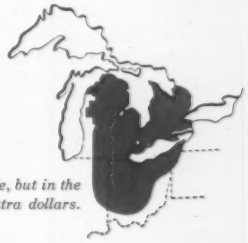
Things are quite lively around here in the summer!

Every summer Michigan plays host to five million vacationers from other states. What's more, just across the border, Ontario claims 60 percent of Canada's tourist business. That's why things are livelier in Michigan and there's no summer slump on WJR. Summertime means sales-time, because WJR's primary coverage area contains millions more people with millions more dollars to spend. Your advertising dollar works harder and goes much farther. Vacationers in strange surroundings turn to the radio for news and entertainment. WJR gives them the finest in radio. Whether they're driving, fishing, or just relaxing on Michigan's miles of sandy beaches, the powerful voice of WJR reaches them with your sales message.

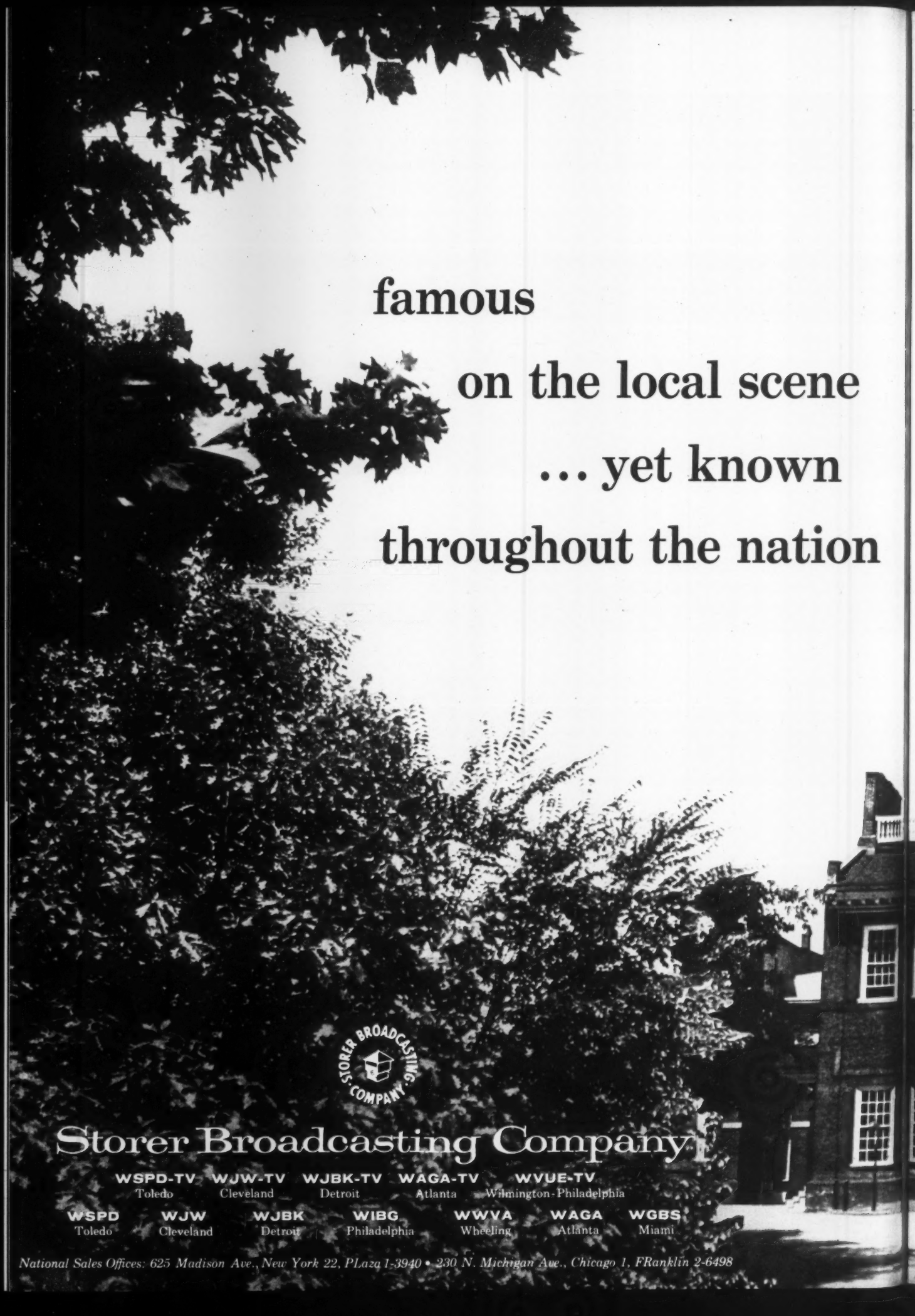
Remember, people on vacation spend a lot of money for a lot of things. They're mostly adults, and the facts prove adults in the Detroit-Great Lakes area prefer WJR. Get the details from your Henry I. Christal representative. He's got all the data that proves WJR is the liveliest station in the summertime or any "ole" time.

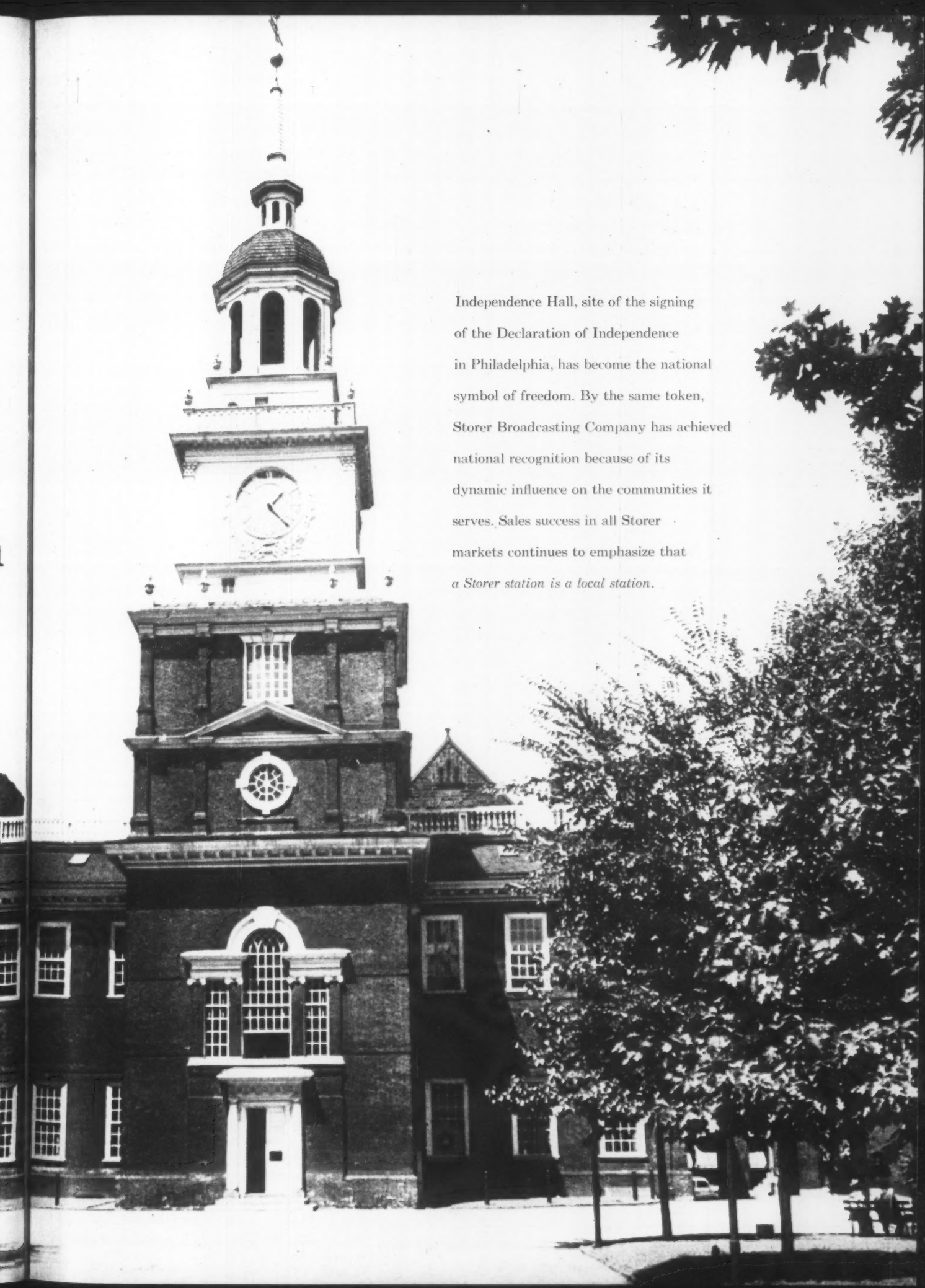
WJR DETROIT
50,000 WATTS CBS

Radio Programs with Adult Appeal



WJR's normal primary coverage area includes 17,000,000 people, but in the summer—over 5 million vacationists spend over 500 million extra dollars.


famous
on the local scene
... yet known
throughout the nation
STORER BROADCASTING COMPANY
Storer Broadcasting Company
WSPD-TV Toledo
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
WVUE-TV Wilmington-Philadelphia
WSPD Toledo
WJW Cleveland
WJBK Detroit
WIBG Philadelphia
WWVA Wheeling
WAGA Atlanta
WGBS Miami
National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



Independence Hall, site of the signing of the Declaration of Independence in Philadelphia, has become the national symbol of freedom. By the same token, Storer Broadcasting Company has achieved national recognition because of its dynamic influence on the communities it serves. Sales success in all Storer markets continues to emphasize that *a Storer station is a local station.*

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE—
748,800 TV VIEWERS IN
PROSPEROUS MICHIANA*

- **HOUSING CONSTRUCTION**
  Gains in 1957
- **SAVINGS DEPOSITS**
  Hit record high in 1957
- **SPENDING**
  Leads 7th Federal Reserve District for 1957
- **HIGH SPOT CITY**
  For 4th consecutive month
  (Sales Management Magazine)
- **DEPARTMENT STORE SALES**
  Showed up better than any other major Indiana city in 1957.

LOOK what's happening in

South Bend . . . Indiana's 2nd Market

Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita—2nd in Indiana in total Effective Buying Income — 2nd in total Retail Sales — 2nd in Food Sales — 2nd in Drug Sales.

WSBT-TV dominates this great market. No other area station comes close to WSBT-TV in the number of top rated shows carried. Chicago and Michigan stations aren't even in the running. See your Raymer man or write us.

*14 counties in Northern Indiana and Southern Michigan. Set count, 208,000 3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

coverage of both sides of the "modern" versus "die-hard" radio controversy.

It was interesting to note that on page 35 of the June 30 issue NBC Spot Sales' survey was attempting to prop up "varied programming," while on page 83 of the same issue NBC was mustering all possible aid to defend its action in cancelling a homemakers program on WMAQ Chicago.

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

EDITOR:

The NBC survey report's questions were "loaded" to a degree. As with CBS' recent study of o&o's vs. leading independents, when you finance a study, it is reasonable to expect some benefits."

John Box Jr.
Executive V.P.
Balaban Stations

EDITOR:

I have just read with a great great deal of interest your story on the value of "Top 40" versus balanced programming [June 30]. In Pontiac we are able to offer a balanced program fare, not only in music but in news, discussion, etc. I might also point out that WPON is the only local radio service to this area.

Having had experience in multiple station markets, [I feel] it is often impossible to program in a balanced way and still maintain a high rating. Why this is so is one of the mysteries of today's public attitudes. A station put into this position must make a very serious choice: (1) to program in an intelligent way and kiss off the national billing or (2) to out-"Top 40" its major competitors.

Regardless of [timebuyers'] sincere personal opinions of programming, they must have ratings to back up their buy. For example, a timebuyer investing in the top 100 markets must decide among 700 or 800 stations. How can he know the character and programming structure of all of them? It is obviously impossible, so he must depend on rating periods in a substantial amount of his buying decisions.

So it seems to me that the only course now available is ratings, and until some other form of evaluating stations is devised that is acceptable to all it will continue to be ratings.

William J. Hart
General Manager
WPON Pontiac, Mich.

EDITOR:

After reading the article on the NBC panel survey, which was preceded by a CBS motivation survey, I am wondering when some group will write an article not on how bad their competition is but on how good a job they are doing themselves.

I think we in the radio business should stop and realize that if the networks keep having surveys made to show how poorly the independents are programming, which in turn force the indies to point out how weak the networks are, we may very well instill in most timebuyers—and what is even more dangerous, the clients—the idea that radio

"TOUCHDOWN"

For Fall Programming

ORDER NOW

SESAC's fast-moving 13 week football package...

$55.50

Designed for either participation or full sponsorship

MUSIC:

. . . for pre-game warm-ups, half-time, scoreboard shows, post-game highlights.

Music useful every day of the year for sports events, newscasts or wherever band music is needed.

Over 100 rousing band selections from the SESAC Transcribed Library on high-fidelity 16" ET's. Featuring The Karl King Band, the All-American Band and the National Symphonic Band.

SCRIPTS:

. . . 13 quarter-hour shows packed with gridiron drama and color designed to appeal to local advertisers and audiences.

Open-end format suitable for insertion of local and national sports events, late scores and other sports news.

Each show easily expanded to fill a half-hour segment.

ORDER NOW

SESAC INC.
10 Columbus Circle
New York 19, N. Y.

Please rush prepaid SESAC's "TOUCHDOWN" package containing 13 scripts and 10 discs from the SESAC Transcribed Library @ $55.50 complete.

Name & Title .....

Call Letters .....

Address .....

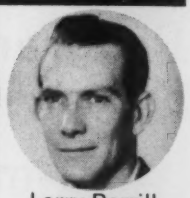
City ..... *State* .....

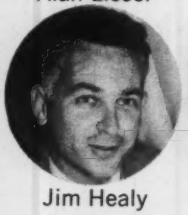
SESAC INC.

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

KBIG NEWS
by these Newscasters

Alan Lisser


Larry Berrill


Jim Healy

John Bainbridge

. . . **SELLS** *for these sponsors:*

Ambassador Hotel
Bardahl Oil Additive
Glendale Federal Savings
Interstate Bakeries
Marina Federal Savings
Sakrete Cement
Sally Shops
Simca Auto Sales
Troy Laundry
Union Pacific
Union Maid Bakeries
Von's Grocery Co.

. . . **WON AWARDS** *from these organizations:*

Advertising Association of the West
Calif. Assoc. Press Radio-TV Ass'n
Los Angeles Advertising Women
Radio-TV News Club of So. Calif.
Radio Advertising Bureau

. . . **IS NOW AVAILABLE**

for a few additional advertisers who can utilize the *class* approach to Southern California's seven-million *mass*. Ask your KBIG or Weed contact for the full quality story.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

has become too uncertain a medium to buy as far as sales results are concerned.

This we know couldn't be further from the truth, but by knocking each other over the head we may one day knock each other out completely, to the advantage of tv and newspaper media.

Peggy Stone, President
Radio-Tv Representatives Inc.
New York

EDITOR:

I think the whole NBC survey on radio stations is not only a waste of time but a dangerous waste of time to boot. It's a waste because it does not evaluate radio properly—in terms of what it actually is and what it can accomplish—and it is dangerous because its very obfuscations tend to spread confusion which can hurt the radio industry itself.

A station is either good or bad. People either like it or they don't. If they like it, it must have something on the ball even if it does play current pop music. The simple fact is that pop music doesn't make a good radio station any more than does NBC's concept of programming. Station popularity is the result of a number of factors, chiefly a community identification and community rapport. That is why classifying a station by any other method than its general community acceptance is dangerous. Dangerous because it can throw the whole normal method of media selection—attainment of results—into wide confusion, and also because it can cause economic hardship on advertisers and inculcate mistrust in radio generally.

You can't start with a wrong premise and arrive at a correct conclusion. Unless this name-calling and sour-grapes obfuscation stops, the current hassle will go on endlessly and unproductively. Nobody will gain, but radio may suffer badly.

Duncan Mounsey
Executive V.P.-Gen. Mgr.
WPTR Albany, N. Y.

EDITOR:

Modern radio hell! There's no such thing as modern radio among independent stations. This is just another "coined catchphrase" which has very little meaning and is employed to deceive and confuse advertiser and timebuyers.

How much money are the highly promoted independent stations spending on live programs, variety of programs to reach the total market which is made up of farmers, business people, factory workers, white collar workers, professional people, educational groups, religious groups, students, housewives and teenagers?

The NBC Spot Radio timebuyer study confirmed many important facts already uncovered by Alfred Politz in his numerous radio studies for NBC and CBS network affiliated stations. It is unfair to claim NBC "rigged" or "loaded" its study to obtain desired answers.

Timebuyers ripen with age and as they become more familiar with the true facts through their contact with important major station managers, their representatives, and by travel to key cities to obtain first hand knowledge of markets, they are better equipped to discern the true conditions of competitive radio and the value of the markets for their clients.

Compare the program payroll of the network affiliated stations versus the independents and note the great difference in the size of the operation—studio facilities, equipment, manpower, services, etc. How much money are the independents pouring back into the operation to make it a better and more effective product? As we see it from this area, it's just a one way street—low budget programs, high profits and mediocre service to the listener.

To aptly close this discourse may I quote a retired vice president of Young & Rubicam, Charles L. Whittier: "The beginning of greatness is to be different. Conversely, the beginning of mediocrity is to be the same. Similarity flourishes like weeds, but difference must be cultivated like rare and fragile flowers." This describes why network affiliated stations are the more dominant and productive and deliver bigger audiences and this is what the advertiser is seeking for his advertising dollar.

Joseph R. Spadea
Mgr., Detroit Office
Henry I. Christal Co.

EDITOR:

The principle of sharp and tight production presented excitingly and interestingly was the one I learned in 1930-31 working for the late great Arthur Pryor Jr. of BBDO. Too many stations have grown careless about programming during the intervening years and as a result suffered in acceptance.

We have both types of programming techniques on our stations and I believe there is definitely a place for both.

Lew Avery, Partner
Avery-Knodel
New York

EDITOR:

KQV has had a popular music format for about six months and all I can say is I have been trying to burn all copies of BROADCASTING's June 30 issue so our staff won't go to pieces upon reading the NBC timbuyers report. All this time we thought our popular music programming and promotions were capturing huge audiences for us in Pittsburgh. I can see now that we were misled by the ratings (which show we have gained more audience in six months than the rest of our competition combined) and the audience mail (which is only about 10 times heavier than it was six months ago).

Then too, the fact that KQV business is booming over the same period a year ago would likely to throw one. We are faced with a devil of a nasty situation. We program current popular music, yet we sell adult items. Why, in the last two months we have landed 24 new auto dealer accounts; we signed a piano dealer, five breweries, dairies and supermarkets, realtors, meat packers, tire dealers, newspapers, premium stamps. The thought of all the thousands of Pittsburgh children going into hock to pay for all of these items is bound to have startling effects on the Pittsburgh

Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he selects WLW Radio and TV Stations for PURE OIL

"WLW Radio-TV Stations are famous for extending broadcasting's most 'Royal Welcome Service'."

"They give advertisers a tankful of powerful promotion coming and going."

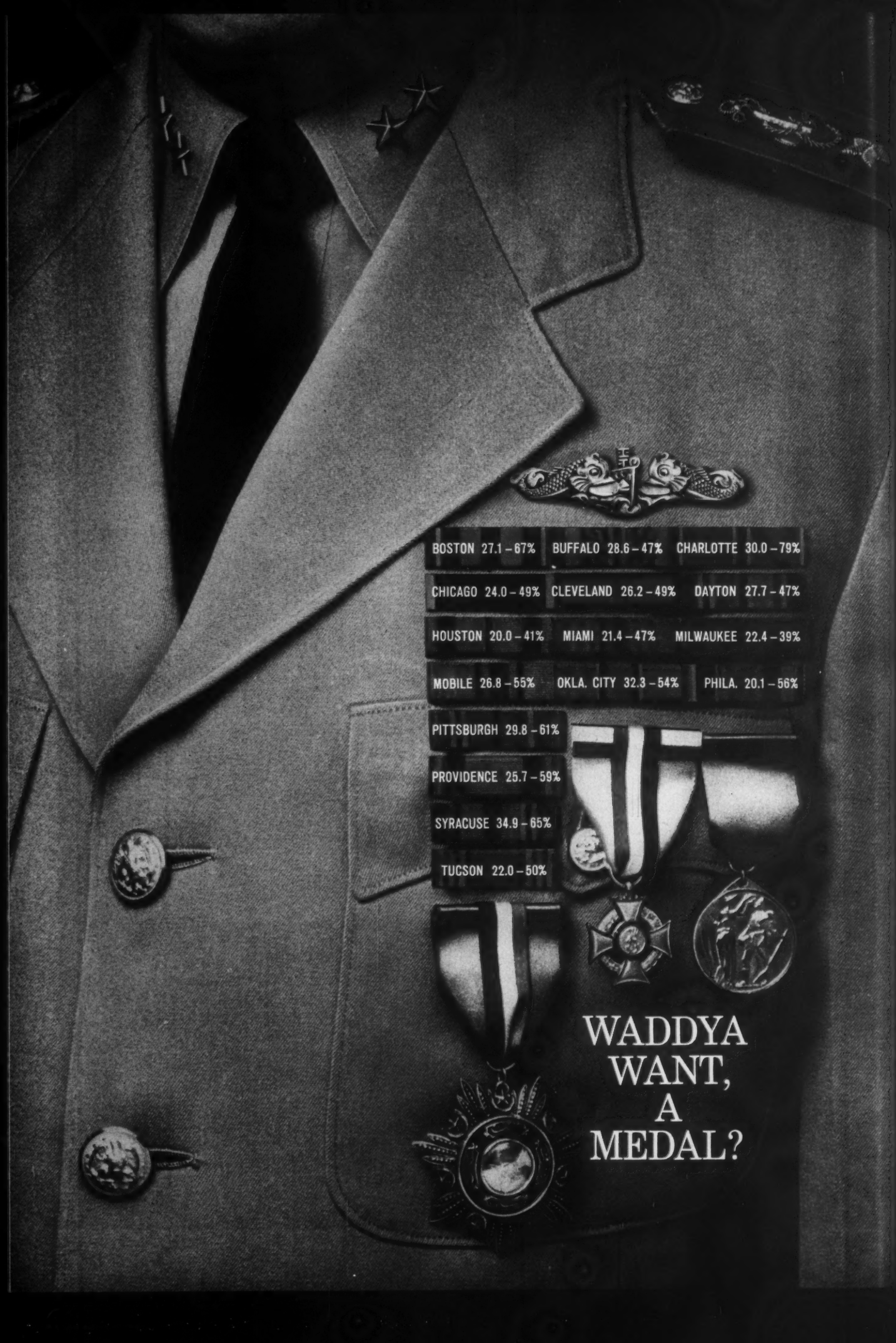
"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"

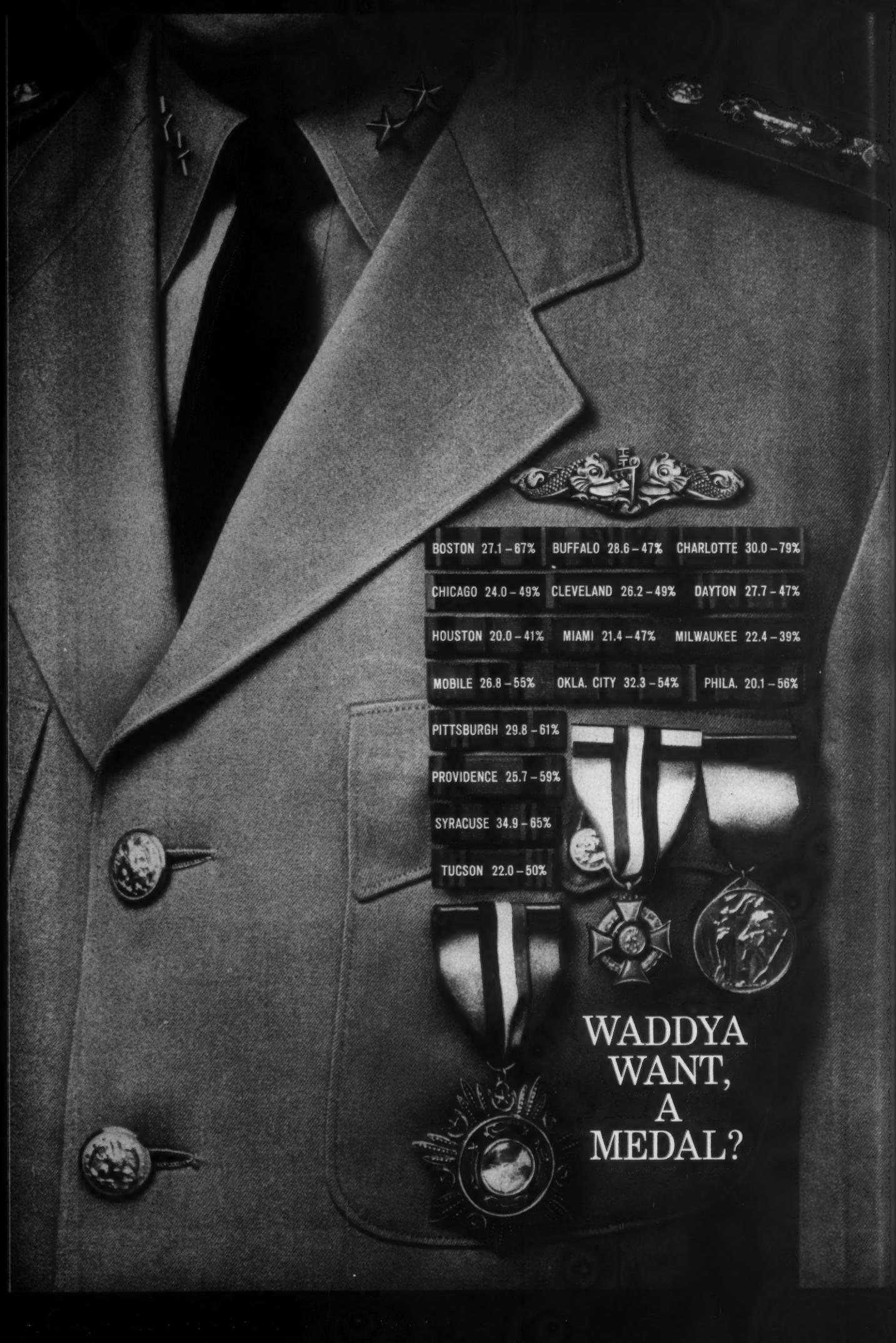
"Yes, behind the scene and on the air— the Crosley Group drive home the business."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T WLW-C WLW-D WLW-A WLW-I

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco, Detroit; Bomar Lowrance & Associates, Inc.: Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco


BOSTON 27.1 – 67%
BUFFALO 28.6 – 47%
CHARLOTTE 30.0 – 79%
CHICAGO 24.0 – 49%
CLEVELAND 26.2 – 49%
DAYTON 27.7 – 47%
HOUSTON 20.0 – 41%
MIAMI 21.4 – 47%
MILWAUKEE 22.4 – 39%
MOBILE 26.8 – 55%
OKLA. CITY 32.3 – 54%
PHILA. 20.1 – 56%
PITTSBURGH 29.8 – 61%
PROVIDENCE 25.7 – 59%
SYRACUSE 34.9 – 65%
TUCSON 22.0 – 50%
WADDYA WANT, A MEDAL?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DAYTON 27.7 – 47%
HOUSTON 20.0 – 41%
MIAMI 21.4 – 47%
MILWAUKEE 22.4 – 39%
MOBILE 26.8 – 55%
OKLA. CITY 32.3 – 54%
PHILA. 20.1 – 56%
PITTSBURGH 29.8 – 61%
PROVIDENCE 25.7 – 59%
SYRACUSE 34.9 – 65%
TUCSON 22.0 – 50%
WADDYA WANT, A MEDAL?

We've never been ones to stick out our chest and boast. But our seagoing adventure series, THE SILENT SERVICE, *is* Navy, and when you're Navy, you show your rating or you're out of uniform. So here goes:

During the first quarter of 1958, in all SILENT SERVICE markets covered by ARB, the series averaged a 19.3 rating with a 42% share-of-audience. *For the stations carrying* THE SILENT SERVICE *this is higher than their Sunday-through-Saturday nighttime share-of-audience.*

All of which explains why SILENT SERVICE advertisers like General Cigar Co., Interstate Insurance Co., National Biscuit Co., The F & M Schaefer Brewing Co., The Jos. Schlitz Brewing Co., and Swift & Company have rushed to re-enlist for a second tour of duty 'way ahead of renewal date. If *you* want to come aboard, you'd better move *fast!*

The medals* on our chest? Why, for SILENT SERVICE above and beyond the call of duty, of course!

*Ratings and shares, latest ARB, 1st Quarter, 1958.

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

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NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

Maine Citizen on the Job

(Maine Dept. of Economic Development photo)

When this Maine man says "it's for the birds", he's talking about his stock in trade. Raising birds is his thriving business — in Harpswell by the sea. Poultry and egg production is big business in Maine. Large, modern plants bolster the economy of rural areas, along with crops, dairying, beef cattle and other agriculture. All contribute to the $1,110,896,000* effective buying income of the 13-county southern Maine-eastern New Hampshire area.

SERVED AND SOLD BEST BY WCSH-TV

April 1958 ARB Total Area Survey
Quarter hour "firsts"
WCSH-TV 83.3% Station B 16.7%

*Copr. 1958 Sales Management Survey of Buying Power; further reproduction not licensed.

Weed-Television
NBC Affiliate

WCSH-TV 6
PORTLAND, MAINE

OPEN MIKE CONTINUED

economy. Worse yet, we may be to blame.

Another thing that had us twisted is that most of our competitors have adopted several features of our operations. So, as I said, please do us a favor and don't send any more copies of BROADCASTING June 30 into Pittsburgh.

John D. Gibbs
Program Director
KQV Pittsburgh

EDITOR:

Clearly, they [timebuyers] do not always practice what they preach. The very subhead in BROADCASTING says "Unexplained: why [Top 40] stations draw so much national business." Ratings are obviously the most important single factor in making a purchase and quite often all of the things which buyers say are important are either forgotten or ignored. We believe that this may not be the buyers' fault. Perhaps buyers are forced to justify their purchases on the basis of numbers and are not given the authority to use judgment and discretion.

If timebuyers today could buy the way this survey indicates they want to buy the broadcasting industry would be immensely the better for it.

William Mallifert
V.P. in Charge of Radio
Edward Petry & Co., New York

EDITOR:

Would it be possible to get about 50 reprints of the very interesting article in your June 30 issue ("Top Forty Formula Under Fire"). Everyone surely holds the facts as depicted in this article to be self-evident and they should come as a surprise to no one, yet it is most refreshing to see them in print.

F. A. Watkins
General Manager
KTHS Little Rock, Ark.

[EDITOR'S NOTE: Reprints are available at 10 cents each.]

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

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title/position (occupation required)

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Please send to home address— —

Frank Sinatra now starring in "Kings Go Forth"

Who put Sinatra on the spot?

Frank Sinatra is news. And big box office. And when the news broke that Sinatra was starring in a great Frank Ross production, KINGS GO FORTH, exhibitors were hot to get release dates. So United Artists put the Sinatra film "on the spot" coast to coast – on time to meet hundreds of advertised play dates – by shipping via Air Express.

Air Express, symbolized by the big "X", multiplies the speed of shipping every product – from films to filmy negligees. That's because Air Express offers the *only complete* air shipping service to thousands of U.S. cities and towns. Yet Air Express often costs less! For instance, a 25-lb. Air Express shipment from Hollywood, California to Wichita, Kansas (1,240 miles), costs from 85¢ to $6.81 less than any other complete air shipping method.

Next time, check Air Express first for speed and savings!

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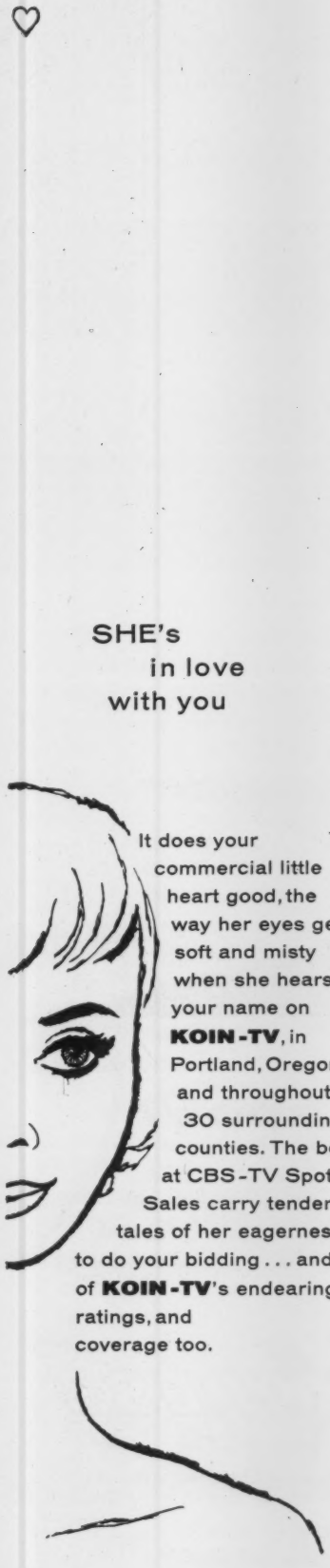
SHE's
in love
with you
It does your commercial little heart good, the way her eyes get soft and misty when she hears your name on KOIN-TV, in Portland, Oregon, and throughout 30 surrounding counties. The boys at CBS-TV Spot Sales carry tender tales of her eagerness to do your bidding . . . and of KOIN-TV's endearing ratings, and coverage too.

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*Reg. U. S. Patent Office

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Radio-Wise Portland Advertisers Prefer... CBS for Portland, Oregon
Live and Lively radio... styled for today's ALL-AGE audience...
KOIN

Represented Nationally by CBS Radio Spot Sales

RCA Time-Proved Image-Orthicon Design...for longer life

RCA Image Orthicons have been serving TV stations faithfully—since the announcement of the original RCA-5820 design in 1949

2605 HOURS OF OPERATION

at KFBB-TV
GREAT FALLS, MONTANA

Says Chief Engineer Anthony J. Lopuch, KFBB-TV, about the excellent performance of the RCA-5820 Image Orthicon:

"We received this image orthicon on September 10, 1956 and installed it in our studio camera on October 18. This camera tube was used continuously for a total number of 2605 operational hours and was finally retired on September 23, 1957...The "sticking" associated with image orthicons was no worse at 2500 hours than it was at the 500-hour time.

Regarding the long life we get from RCA-5820 Image Orthicons, may I say that it is probably the result of a combination of things. There have been several changes in the construction of the tube during the past few years...The instructions for the operation and maintenance of the tube, if followed closely, can also result in longer life."

RCA Image Orthicons with MICRO-MESH and SUPER-DYNODE design deliver top performance longer than ever before. Make sure your cameras are equipped with "RCA's". For prompt tube delivery, call your RCA Special Tube Distributor.

HOW TO GET THE MOST FROM RCA IMAGE ORTHICONS

- Allow 5820 to warm up for ¼ to ½ hour with camera lens capped and with Grid-No. 1 voltage adjusted to give small amount of beam current
- Hold temperature of 5820 within specified operating range
- Make sure alignment coil is properly aligned
- Check scene illumination and uniformity of illumination before televising
- Determine proper operating point with target voltage adjusted to exactly 2 volts above target cutoff
- Select lens stop to permit operation with highlights just above the knee of the Light Transfer Characteristic
- Use lowest beam current for best signal-to-noise ratio and gray-scale reproduction
- Adjust beam-focus control for best usable resolution
- Cap lens (or cut off voltage applied to photocathode and bias target negative) and keep beam on during standbys to prevent unnecessary aging of 5820
- Condition spare 5820's by operating several hours once each month
- Don't force 5820 into its shoulder socket
- Don't operate 5820 without scanning
- Don't underscan the target
- Don't focus 5820 on a stationary bright scene
- Don't turn off beam while voltages are applied to photocathode, Grid No. 6, target, dynodes, and anode during warm-up or standby periods
- Don't operate a 5820 having an ion spot

RCA

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS
to John Stuart Kirwan

Crusaders for the single rate card in broadcast media can count on Jack Kirwan, radio-tv director of Bruce B. Brewer & Co., Kansas City, as a champion of any campaign against the "double standard."

Mr. Kirwan is apt to indulge in allegory on the local-national rate question: "It's like selling a pair of shoes for $60—the right shoe costs $49 and the left, $11. It's hard to understand why a chain break next to *Gunsmoke* costs Joe Doakes, the local appliance dealer, $68 while the same chain break costs National Shoelaces Inc. $168."

A onetime broadcaster himself, Jack Kirwan has earned the respect of clients and media in his position with a company acknowledged to be a leading midwest regional advertising agency. He's regarded by competitors and colleagues alike as a dynamic personality with a penchant for strong opinions, wherever the chips may fall. The past fortnight he was named a partner in the agency.

During Mr. Kirwan's tenure as head of Brewer's radio and television department the past half dozen years, the agency has risen to the $5-10 million billings level, with 40-50% in broadcast media (spot radio-tv). Among its clients: Faultless Starch Co., Skelly Oil Co., Western Auto Supply Co., T-N-T Food Products, Spencer Chemical, Rutherford Food, American Crystal Sugar, Cargill Inc., Lan-O-Sheen and Nutrena Mills.

As a youth, John Stuart Kirwan (born in El Paso, Tex., on Jan. 20, 1921) enriched his wisdom early in the ways of the world—at the expense of a few front teeth in frosh football scrimmage at Louisville (Ky.) Male High School. His family had moved to Louisville from El Paso when his father, a regular Army officer, resigned from the service. He attended The Model (grade) School and later in high school, gave up football to become the team's student manager.

With the advent of World War II, Mr. Kirwan left his position as field supervisor at East St. Louis (Ill.), plumbing contractor firm, to join the Air Force's meteorological intelligence unit in 1942, at the same time abandoning early law school ambitions. After mustering out in 1945, he studied economics and business administration and majored in history at the U. of Louisville (1946-47) and U. of Indiana (1947-48) extension schools. He also worked in American Airlines' sales division and for a liquor wholesale distributor, Brown Kaiser Co.

Jack Kirwan got into broadcasting in 1949 when he joined WHAS Louisville, the *Courier Journal* and *Times* property. He credits Victor A. Sholis, vice president and director of WHAS-AM-TV, and Neil Cline, WHAS sales manager and later station manager (now with Henry I. Christal Co.'s Chicago office), with helping develop his sales acumen. When Bruce B. Brewer & Co. bought a cooking show for Faultless starch, Mr. Kirwin became acquainted with the agency and the starch firm's sales manager, Merrill Hoyt. He joined the agency in 1952.

As chief of the radio-tv department, Mr. Kirwan handles timebuying, marketing analysis, cost estimates and myriad other duties. Since 1953 he also has served as account executive on Faultless starch, succeeding Quentin Brewer, an agency partner, upon his retirement. He also consults on Brewer's Minneapolis clients.

His co-workers tell you that to get a rise out of Jack Kirwan, you need merely mention the "double standard" rate card and ratings. On the latter: "An agency's primary problem is constantly being faced with conflicting surveys. They do not agree, and there is no way to correlate them." For all his criticism, though, Mr. Kirwan champions the radio-tv media, while acknowledging that advertising is not an exact science.

"However, we [at Brewer] have personally found that the broadcasting media are most effective when used in correct depth and weight," he explains. As a barometer of this belief, Brewer has sold such clients as Faultless, Skelly, Western and Spencer on saturation spot radio and tv campaigns in as many as 80 markets.

Jack Kirwan's own personal pace is perhaps best typified by a "clash" he had with Harry S. Truman some years back. Lost in thought, he literally tripped over the former President on a curb in front of Kansas City's Federal Reserve Bldg. one morning. Says Mr. Kirwan: "I did literally what many Republicans had done figuratively! This also indicated either that I got to work early in those days, or that Mr. Truman had overslept that particular morning!"

Mr. Kirwan is active with Bruce Brewer in Voice of America broadcasts and belongs to the Kansas City Chamber of Commerce and the Kansas City Advertising and Sales Executives Club. His hobbies include horses, guns and hunting. He married Gloria Lyle Hartman of Louisville in 1946. They have four children—John Jr., 11; Ellen, 9; Patty, 6 and Kitty, 2.

DETROIT'S

a sports-minded city . . . and

WKMH

DOMINANT

SPORTS STATION

GETS YOU BIG RESULTS

at lowest cost per thousand

WITH EVENTS LIKE THESE!

WKMH is a top favorite with sports-loving Detroiters! You reach *Michigan's biggest market* thru the enthusiastic fans that follow all WKMH sportcasts. Whether it's baseball, football, golf or the Gold Cup races, WKMH is the *key station* in the Detroit area. It's your *best buy* in Michigan's richest market.

SAVE UP To 15% by using 2 or more of these powerful Knorr stations

USE 4 OR 5 STATIONS . . . SAVE 15%

USE ANY 3 STATIONS . . . SAVE 10%

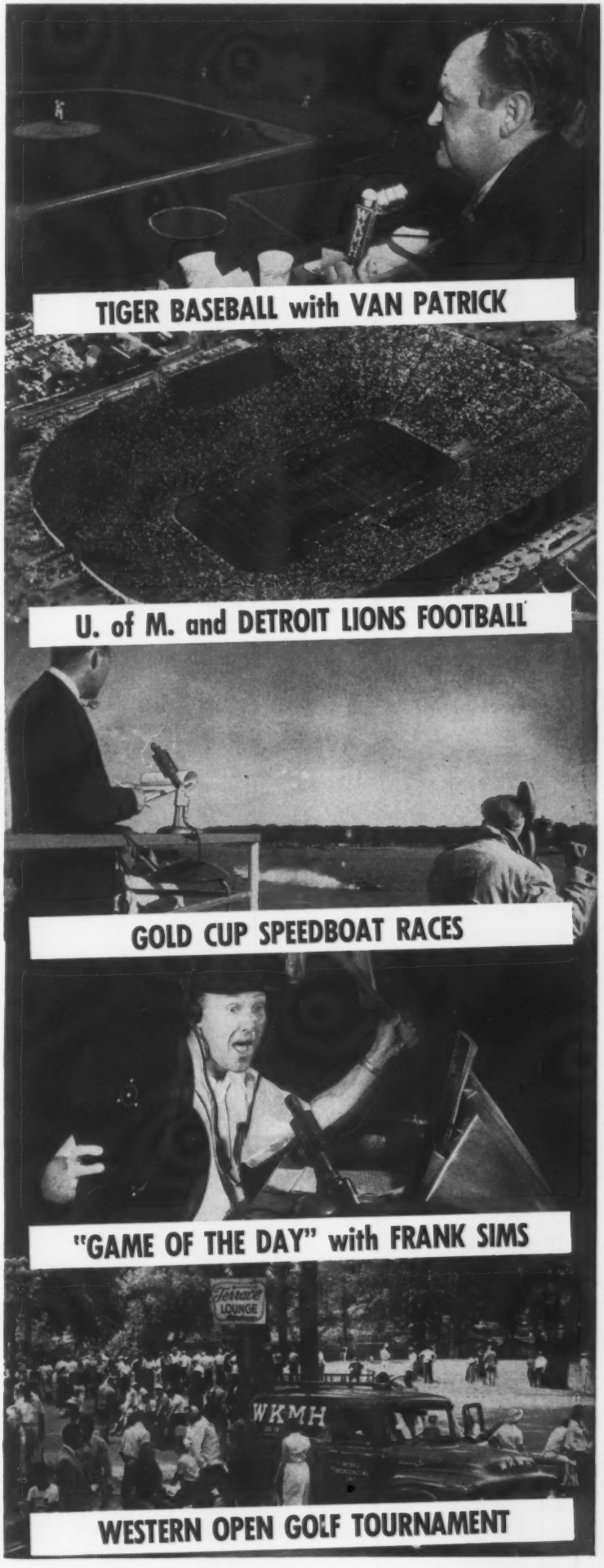
USE ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WELL Battle Creek, Mich.
WSAM Saginaw, Mich.
WKHM Jackson, Mich.

WK MH
RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORPORATION

Fred A. Knorr, Pres.
Represented by Headley-Reed


TIGER BASEBALL with VAN PATRICK
U. of M. and DETROIT LIONS FOOTBALL
GOLD CUP SPEEDBOAT RACES
"GAME OF THE DAY" with FRANK SIMS
Terrace LOUNGE
WKMH
WESTERN OPEN GOLF TOURNAMENT

NEW YORK CONF

The most fabulous city in the world – never before filmed for local market television!

Now – NEW YORK CONFIDENTIAL – produced on location for your own local market's first run entertainment!

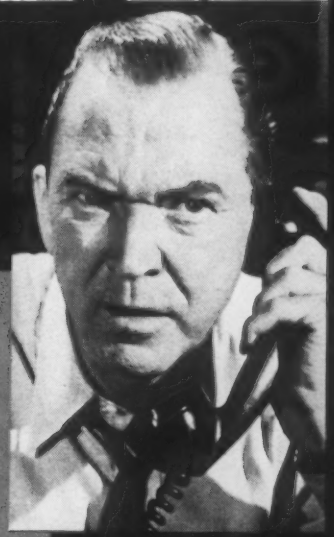
39 original gripping stories of haunts and highspots! Teeming Times Square! Chinatown! The Bowery! The drama of the throbbing city!

X

NFIDENTIAL

starring **LEE TRACY**

as newspaper columnist and narrator



HURRY! 77 MARKETS ALREADY SOLD!

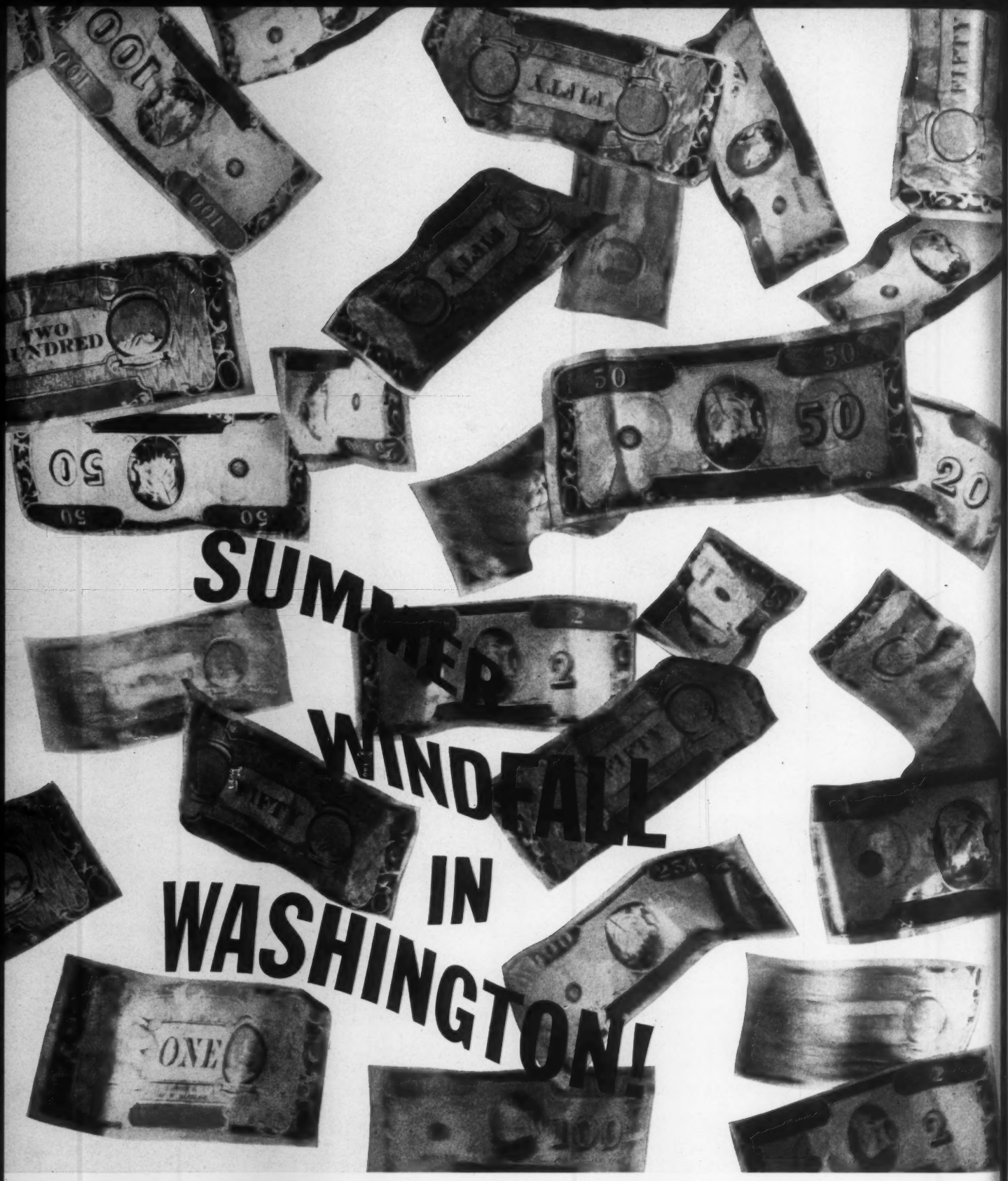
D-X Sunray Oil Co. starts September 8 in a 50-market midwest regional! The F. & M. Schaefer Brewing Co. has snapped up multiple markets! The Columbia Broadcasting System for New York City! Triangle, Westinghouse, Storer, Transcontinental, Meredith and other station groups! KTTV in L.A. and other stations!

Don't wait! Choice markets still available right now! Write, wire or phone collect Michael M. Sillerman, Exec. V. P., TPA, today for yours.

TPA

TELEVISION PROGRAMS OF AMERICA, INC.

488 Madison Avenue • N. Y. 22 • PLaza 5-2100



A windfall of retroactive payhikes has just been granted Federal employees by Congress. It means *a cool $60,000,000* in one lump sum for Washington consumers... more than $250 extra spending money per worker, *after* taxes.

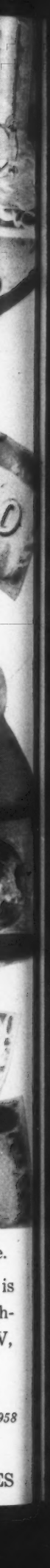
Washington families, already earning the nation's third highest per-family income, will now get an annual increase of $135,000,000, based on the additional Federal wages alone.

The time to get your share of extra sales in Washington is right now, when that cash bonus is burning holes in Washington pockets. The way to do it is by using WRC-TV, *Washington's most-watched station.**

Call WRC-TV or NBC Spot Sales for availabilities *today.*

**ARB and Trendex, June, 1958*

THE NBC LEADERSHIP STATION IN WASHINGTON, D.C. **WRC-TV·4** SOLD BY NBC SPOT SALES



BROADCASTING
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Vol. 55, No. 2 JULY 14, 1958

FCC CONTROL OVER RATES, PROFITS?

- **Appellate court tells FCC to study economics in station grants**
- **At best, decision threatens delays in creating more facilities**
- **At worst, it could lead to utility-type regulation for tv-radio**

The spectre of government control over broadcasting rates, profits and programs rose in Washington last week.

A federal court decision in a rural Georgia daytime case stirred comment within the FCC that took two main courses:

• Broadcasting must now be regulated in the same way as railroads, airlines, electric utilities and highway transport.

Or more cautiously:

• Existing stations can use the court ruling to justify protests against new applicants on economic grounds.

In any case, it appeared the FCC would appeal to the U. S. Supreme Court the July 10 decision by the U. S. Court of Appeals (D. C.) in Carroll Broadcasting Co. v. FCC and West Georgia Broadcasting Co.

The D. C. appellate court held in essence:

• The FCC must consider the economic impact of a proposed new broadcast station if the new competition would impair service to the public.

In a five-page ruling the court was felt by some high FCC sources to have upset the Commission's whole regulatory scheme.

For years the Commission has, in general, operated on the theory that it didn't have to sweat out the financial problems of existing stations when new applicants wanted to compete in the market.

The Commission has nibbled gently at economic factors in some of its policy decisions, but has refrained from evaluating economic factors as a basic ground for its grants and denials of applications.

This suggestion was offered by a top regulator:

• The court has started a new FCC freeze, blocking new am and tv stations.

Broadcasters frequently have raised economic points in protesting applications that promised to bring in new competition. At the same time the industry has long dreaded intensive inspection of station finances and rates—a public utility type of regulation.

FCC Chairman John C. Doerfer was disturbed by the appellate court's decision. He told BROADCASTING:

"A licensee can now raise issues, when new radio or television service is proposed, requiring us to appraise the market and its broadcasters to decide if the market can stand competition.

"I don't believe Congress intended this situation.

"The court held we must consider any issue the 'ins' [those having stations] can raise in relation to the chance that new competition might degrade public service.

"The issues that can be raised by ingenious broadcasters and attorneys are almost limitless.

"We now are required to permit attorneys or licensees to litigate any issue dealing with the ability of a market to stand competition—even with the competence of management.

"We must relate the market's retail sales to the station's sales, and compare the management of the station with stations in other markets in the course of evaluating economic considerations.

"This introduces the 'planned economy approach' to the regulation of broadcasting. A Washington agency must listen to any objection a licensee raises."

Another high Commission source, unwilling to be quoted by name, made this blunt observation:

"Almost any station can now keep new competition out of the market for a minimum of three years."

There appeared agreement that FCC would appeal the Georgia decision to the Supreme Court. Failing court willingness to hear the case, or in the event of an adverse decision, FCC may go to Congress for relief.

Those who interpret the Georgia ruling as requiring public utility regulation contend the FCC must now base grants of new stations on the market potential instead of availability of frequency and qualifications of the applicant.

Under the public utility interpretation, the stations on the air would be entitled to have their service protected.

This concept of the court decision was given: When grants are based on economic factors, regulation of profits will inevitably follow. Economic protection must be given for the benefit of those already in business.

Equally startling was the expressed belief that the FCC would find itself compelled to regulate programs as well as rates and profits. At present, it was argued, competition stimulates programs and the public gets the programs it wants. The court ruling brings an entirely different approach to regulation.

Conviction was voiced by some at the FCC that chances of reversal of the decision are good. They argued that nothing in the Communications Act or legislative history justifies the decision.

"It rips the Communications Act wide

WHAT FCC HEAD SAYS DECISION WILL MEAN

JOHN C. DOERFER ▶

"A licensee can now raise issues, when new radio or television service is proposed, requiring us to appraise the market and its broadcasters to decide if the market can stand competition . . . This introduces the 'planned economy approach' to the regulation of broadcasting."

open," one regulator stated. "Everybody will want to be protected.

"Will a market justify another station? It may take thousands of pages of costly expert testimony.

"All cases now in a state of appealability are, in effect, frozen. Even the entire television table of assignments is open to challenge.

"We're stuck with what's on the air now."

Difficulty of reaching economic decisions involves the day-to-day changes in the nation's economy and the additions of millions every year to the population.

This suggestion was offered:

• There aren't enough economists in Washington to make all the studies, surveys and investigations that will be required in relating such factors as payrolls, factory backlogs, seasonal trends and similar economic elements to an applicant's chance of survival and the type of broadcast service that will be available to radio and tv sets in the market.

The Commission, it was suggested, will become the busiest shop in the government should a flood of economic appeals develop out of the appellate court's decision. Vast corps of lawyers, investigators and other staff people would be required.

Past decisions of the appellate court have dealt with procedures or who-gets-what rulings, it was pointed out.

The effect of the court's decision is to extend the force of the controversial Sec. 309(c), dealing with hearings on economic grounds, to the decision itself. Sec. 309(c), adopted in the 1952 McFarland amendments, provides that any party who can show economic injury could be given a hearing on public interest questions. The present decision goes beyond that to indicate that the economic injury itself can be a public interest question to be considered at the hearing. Chairman Doerfer and other FCC members have protested this provision on the ground it invites hinder and delay tactics.

This decision of the appellate court was based on an FCC grant to West Georgia Broadcasting for a station, WWCC (1440 kc, 500 w day) now holding a construction permit in Bremen, Ga. (population 2,300). The application was opposed by Carroll Broadcasting Co., operating WLBB (1100 kc, 250 w day) Carrollton, Ga. (population 8,600). The towns are 12 miles apart. WLBB appealed the grant to the review tribunal.

While the court recognized the economic issue as a factor in station grants, it limited the economic question in this language, "We hold that, when an existing licensee offers to prove that the economic effect of another station would be detrimental to the public interest, the Commission should afford an opportunity for presentation of such proof and, if the evidence is substantial (i.e., if the protestant does not fail entirely to meet his burden), should make a finding or findings."

The appeal was heard by a three-judge panel consisting of Judges E. Barrett Prettyman, David L. Bazelon and Warren E. Burger. Attorneys for Carroll Broadcasting Co. were Theodore M. Forbes Jr., E. Smythe Gambrell, Harold L. Russell and George Blow. Richard A. Solomon, FCC assistant general counsel, argued for the Commission with Warren E. Baker, general counsel, and Joel Rosenbloom, attorney on the brief. Howard J. Shellenger Jr. appeared for West Georgia Broadcasting Co.

Judge Prettyman, writing the opinion, explained the FCC's main duty is to act in the public interest. "It grants or denies licenses as the public interest, convenience

ADVERTISERS & AGENCIES

ABC-TV SCORES DAYTIME COUP

- **Y&R blue chip sponsors cornered for new programming**
- **General Foods, others captured for 60 added quarter-hours**

ABC-TV, which long has had its sights on daytime business, has scored a bullseye. By next fall, it expects to have a formidable lineup of name advertisers.

To pull off this coup, the network has entered an agreement with Young & Rubicam, New York, one of the top broadcast advertising agencies with an enviable roster of blue-chip clients [AT DEADLINE, July 7]

While formal comment on the Y&R-ABC-TV pact was hard to come by last week, unofficial statements and opinion along Madison Avenue were plentiful, ranging from vague mutterings of "undercutting" (though the same critics admitted freely that "price is open in the marketplace") to the more specific finger-pointing at the "unusual" low rates and so-called "deficiences" inherent in the plan.

General Foods, through Y&R, is expected to make 20 quarter hours weekly. Other of the agency clients believed to be lined up late last week for ABC-TV's daytime programming: Johnson & Johnson, Drackett, Bristol-Meyers and Beechnut-Lifesavers.

Reportedly negotiating on behalf of clients for entry into the ABC-TV plan, which tentatively is dubbed "Operation Daybreak," as charter members were such agencies as Ted Bates, Dancer-Fitzgerald-Sample and Sullivan, Stauffer, Colwell & Bayles. Also speculated was a "pitch" by ABC-TV to other General Foods agencies.

ABC-TV President Ollie Treyz has invited ABC-TV affiliates (all of them) to "the most important meeting in ABC history" July 18 beginning at 10 a.m. in the network's New York offices. Purpose: to go over the new daytime lineup and the whole fall program outlook.

The ABC-TV "Operation Daybreak" entails addition of 60 quarter-hours per week (or 15 full hours weekly) Monday-Friday starting Oct. 6. Y&R has signed for 40 of these quarter hours weekly which on a 52-week basis would come to an estimated time cost alone of some $13.3 million.

Already known: NBC-TV expects to lose some of its General Foods business (CBS-TV presumably also will suffer some casualties as a result of the current swing). At NBC-TV, it was learned, the expectation is that the network will lose three quarter-hours per week of daytime business (though Y & R has indicated that money for ABC-TV will be coming mostly from print—newspaper and magazine—advertising, and, indeed, there is a "chance" that NBC-TV might retain some of the business perhaps through other General Foods' expenditures).

"Operation Daybreak" is said to call for an advertiser who is to earn the charter rate (about $6,400 commissionable for time and talent per quarter hour) to present a minimum order for four quarter-hours weekly for 26 weeks. The four quarter-hours would be bought on a single day, but, subject to ABC's approval, the advertiser would exchange eight of his 12 commercial messages with other daytime advertisers in the plan. There are three commercial minutes in each 15-minute period or a total of 12 per hour. A key part of the plan is network assurance of product protection that would apply to all of each advertiser's products advertised during the daytime block.

For example, an advertiser with five products with four quarter-hours on Monday in different programs with cross plugs in two other programs on other days of the week, would receive protection in all six programs throughout the week for all five products. On any specific day in which any one of the advertiser's commercial messages appears, the advertiser's products would be protected for a quarter-hour on either side of the half-hour in addition to the half-hour itself (thus products would get a total protection of one hour).

The Monday-Friday block of time now being scheduled by the network to come under the plans includes 11-11:30 a.m. and noon-2:30 p.m. and 2:30-3 p.m., or a total of three hours per day, 15 hours per week (and thus, 60 quarter-hours weekly).

Both critics and supporters of the plan point up the low cost but for different reasons. The $6,400 commissionable cost for a quarter-hour (time and talent) compares to

GE's SUBTLE SELL

How integrated can you get?

General Electric Co.'s Photo Lamp Div., Cleveland, is bringing the art of integrating commercials into a show up to a fine pitch when its *Man With a Camera* debuts Oct. 10 (ABC-TV, 8-8:30 p.m.).

The series deals with the adventures of a free lance photographer who, naturally, uses GE flashbulbs extensively in each episode. T. H. Castle, the Photo Lamp Div.'s advertising manager, said that the company has, ". . . long felt that the best possible way to advertise GE flashbulbs would be to show our product in action . . . that meant of all advertising, tv seemed our logical choice." Grey Adv., New York, is GE's agency for the series.

and necessity dictate," he wrote. "Whatever factual elements make up that criterion in any given problem—and the problem may differ factually from case to case—must be considered. Such is not only the power but the duty of the Commission.

"So in the present case the Commission had the power to determine whether the economic effect of a second license in this area would be to damage or destroy service to an extent inconsistent with the public interest. Whether the problem actually exists depends upon the facts, and we have no finding upon the point."

FCC had contended that if it has authority to consider economic injury as a factor in the public interest, "the whole basic concept of a competitive broadcast industry disappears."

On this point the court said, "We think it does not." The opinion cited the Supreme Court ruling in the Sanders case, explaining that private economic injury is by no means always or even usually, reflected in public detriment. The Sanders case held that economic injury in itself is not a ground for denying a new application.

The appellate decision continued, "It seems to us the question whether a station makes $5,000 or $10,000, or $50,000 is a matter in which the public has no interest so long as service is not adversely affected; service may well be improved by competition. But, if the situation in a given area is such that available revenue will not support good service in more than one station, the public interest may well be in the licensing of one rather than two stations.

"To license two stations where there is revenue for only one may result in no good service at all. So economic injury to an existing station, while not in and of itself a matter of moment, becomes important when on the facts it spells diminution or destruction of service. At that point the element of injury ceases to be a matter of purely private concern."

The court did not agree with the FCC contention it lacked the "tools" or authority from Congress to make the computations required in public utility regulation.

"We think no such elaborate equipment is necessary for the task here," the court held. "As we have just said, we think it is not incumbent upon the Commission to evaluate the probable economic results of every license grant. Of course the public is not concerned with whether it gets service from A or from B or from both combined. The public interest is not disturbed if A is destroyed by B, so long as B renders the required service. The public interest is affected when service is affected. We think the problem arises when a protestant offers to prove that the grant of a new license would be detrimental to the public interest.

"The Commission is equipped to receive and appraise such evidence. If the protestant fails to bear the burden of proving his point (and it is certainly a heavy burden), there may be an end to the matter. If his showing is substantial, or if there is a genuine issue posed, findings should be made.

"Perhaps Carroll did not cast its proffer of proof exactly in terms of the public interest, or at least not in terms of the whole public interest. It may be argued that it offered to prove only detriment to its own ability for service. We are inclined to give it the benefit of the most favorable interpretation. In any event, whatever proof Carroll had is already in the record. If it does not support a finding of detriment to the public interest, but merely of a detriment to Carroll, the Commission can readily so find.

"The case must be remanded for findings on this point."

approximately $12,000 (representing a four-brand rate per quarter-hour for time and talent) on the other two networks. The basic daytime rate at ABC-TV is one-third of the nighttime rate, while at CBS-TV and NBC-TV it is 50% of the nighttime rate.

CBS-TV and NBC-TV brows are furrowed over the basic complaint that the plan gives an advertising agency control in network programming and in setting costs. Or, as summed up by a network spokesman: It was not statesmanlike for Y&R to force through a "rate cut" by use of its "big buying power."

As expressed by one network critic: "It appears that Y&R in effect will be operating as a fourth tv network in the daytime." The agency now will "call the shots," he complained.

The extent as to irritation built up in some quarters was shown by one network authority who implied that in the future his network would be prompted to contact Y&R clients direct in connection with future daytime business, indicating that Y&R would be thought of as having a vested interest in ABC-TV's daytime rate and programming structure.

Spokesmen for the competing networks said it is doubted that the Y&R-ABC-TV agreement would change the daytime rate structure of the other networks because of "claimed values" such as audience size and composition in the daytime at CBS-TV and NBC-TV. But there is a qualification: The apple cart could be overturned by a "surprising" showing on ABC-TV of equal strength with the other two networks.

Still in the planning stage is the programming to be placed in the daytime blocks. Reportedly the only two shows set thus far would be one featuring Liberace and another Peter Lind Hayes and Mary Healy. ABC-TV is said to have had 13 programs under consideration running the gamut of musical, variety, game, quiz and serials.

It was learned that NBC-TV, which had access to details of "Operation Daybreak" quite early, went to Young & Rubicam with a presentation on June 19 that reportedly "documented" the "deficiencies" as well as the "advantages" of OD compared to NBC-TV's daytime programming. Network executives also had conferences with General Foods.

The NBC-TV presentation claimed ABC-TV's audience size would be smaller than NBC-TV's (its coverage not so great) and that a higher percentage of children to adults would watch the shows compared to a reversed emphasis on NBC-TV—that is a greater adult audience. NBC-TV stressed what it felt was the "risk" to the advertiser and its agency in programming an entirely new structure in the daytime, making careful note of the many "false starts" NBC-TV and CBS-TV have had in new daytime programs over the past five years.

But, it is understood, the attraction of a low cost-per-thousand was the key to the decision by Y&R and its client, General Foods, to sign.

The charter plan rate offered by ABC-TV carries discounts of 50%. Thus, a commercial minute, time and talent, costs $2,130 for the daytime advertiser, participating in the new plan, compared to more than $5,000 (includes maximum discounts) on the lower priced of the other two networks.

ABC-TV apparently has had under consideration for some time alternate methods of moving into substantial periods of daytime hours. One course was to slowly continue to program back from its original 5-6 p.m. period (where it has been programming a strip of action shows and *Mickey Mouse);* the other was a dramatic build-up of a block of daytime shows with name advertisers. ABC-TV now programs *Do You Trust Your Wife* in the 3:30-4 p.m. period and *American Bandstand* at 4-4:30 p.m.

ON AUGUST 25, Westinghouse will devote the full 1½-minute commercial on its *Studio One* (CBS-TV) to the special album recorded by Benny Goodman and his orchestra at the Brussels World Fair. The album, "Benny Goodman Plays World Favorities in High Fidelity," will be offered solely through Westinghouse dealers for $1.29 (regular price: $5).

The commercial, which displays a montage of the various exhibits and buildings at the Brussels Fair, has a musical background starring Benny Goodman and his orchestra in excerpts from this special album.

Bob Baron, executive producer of QED Productions Inc., produced the commercial under the supervision of Grey Adv.

Texas Coffee Budget Yanked from Oklahoma

A patriotic Oklahoma practice—special media rates for Oklahoma's own advertisers started to backfire last week.

Tracy-Locke Co., major regional advertising agency, announced it would sooner stay out of Oklahoma than pay broadcast and newspaper rates higher than those charged native firms.

The agency announced from its Houston office that it had canceled tv advertising in the state for Maryland Club coffee, product of Duncan Coffee Co. of Houston.

What worries Tracy-Locke, according to Clay W. Stephenson, vice president, is his discovery "that the major Oklahoma tv stations are offering 'local' rates to all advertisers headquartered in Oklahoma. Under this policy Cain's coffee, an Oklahoma concern, is able to buy television time at local rates . . . while Maryland Club coffee, which competes with Cain's throughout Oklahoma, must buy at national rates.

"We believe that this rate structure is unfair, and we have therefore canceled the Maryland Club tv advertising in Oklahoma. We have also sent letters to other agencies handling coffee accounts, telling them of the action we have taken and the reason for it."

Mr. Stephenson said Tracy-Locke believes "the only just rate policy for any station is one which offers the same rates to all products in general distribution. We believe that the establishment of 'local' rates cannot be justified unless such rates are limited to retailers . . . who conceivably will benefit from only a part of a station's coverage."

He told tv stations the Maryland Club cancellation of tv schedules in Oklahoma "does not represent discrimination against the television business." He explained, "We will take similar action with any medium where we find rate policies in effect which are unfair to the Duncan Coffee Co. Our sole desire is to see that Maryland Club and Admiration coffees receive the lowest rates available to a generally distributed product. We are not seeking a rate advantage over any other advertiser; neither do we want any other advertiser to have an advantage over us."

Mr. Patterson's letter included excerpts of replies received from KVOO-TV, KOTV (TV) and KTUL-TV Tulsa; KWTV (TV) and WKY-TV Oklahoma City, and the Oklahoma City *Oklahoman-Times*, WKY-TV affiliate. The newspaper advertising also was canceled because of the Oklahoma rate preference.

The tv stations explained their rate practices to the agency. KOTV, for example, said its policy specifies, "Any account billed to or paid by a recognized advertising agency or advertiser located within the state of Oklahoma receives the local rate."

KWTV told Tracy-Locke it had tried to institute a general and retail rate card but was "forced to give up the idea due to competitive reasons."

WKY-TV gives Oklahoma rate preference but this does not include a salesman or district man for a nationally distributed product even if he lives in the state. In addition, it will not give the local rate to "food brokers, beer distributors, etc." KVOO-TV said it came on the air late in the state and "inherited this situation." KTUL-TV said it is basically a one-rate station, offering a slight advantage to local and regional advertisers who use run-of-schedule announcements in AA time. Maryland Club could get the low rate if it qualified as a regional account and bought the run-of-schedule plan. The newspapers give "a 7½% differential which we feel local utilities, local plants are entitled to."

Western Airlines Spot Tv Push Gets Underway in Eight Cities

Western Airlines has launched a new spot television campaign in eight cities to sell its service throughout the western states, Canada and Mexico. The largest tv campaign in Western's history, with a budget of approximately $200,000, it will use ID's exclusively on a total of 21 stations in Los Angeles, San Diego, San Francisco, Portland, Seattle, Tacoma, Salt Lake City and Denver, averaging about eight a week in each market. Campaign will run through the summer, fall and winter. BBDO, Los Angeles, is the agency.

Featured in the eight-second ID's will be Western's "Relaxed Bird," created in 1955 by Storyboard Inc. and used since then in brief but successful tv campaigns in western markets. The Bird "seems to have a universal appeal," Bert D. Lynn, Western's director of advertising and sales promotion, said in announcing the new campaign.

The Relaxed Bird has become so well identified as Western's symbol that the airline last fall began using it in newspaper advertising as well [ADVERTISERS & AGENCIES, Nov. 11, 1957]. He became an international figure this month when he began speaking Spanish on television in Mexico City to promote WAL's route to Los Angeles and the Pacific Coast. He has also gone on military duty since a jet fighter squadron of the U. S. Air National Guard adopted him as its official emblem.

Quartet Films of Hollywood is now the producer of the Relaxed Bird commercials, working under the general supervision of BBDO.

Television accounts for about 20% of the WAL advertising. Newspapers are the major medium, getting about half of the advertising budget, and magazines, outdoor and radio also are used. Radio's use has been largely for special occasions, such as the announcement of a new route or a change in schedule or fares, but it has proved extremely efficient at these assignments, according to BBDO.

ARF Issues Tv Map

Advertising Research Foundation, New York, over the weekend distributed to members a map of the U. S. showing television household penetration levels by counties as of March 1958. The map is based on the new county estimates released by ARF the previous fortnight [ADVERTISERS & AGENCIES, June 30]. Density of penetration is depicted on the 22″x33″ map by color keying.

Model industry

The bright-faced young thing who manages to look glamorous while shampooing her hair may appear on your tv screen for less than a minute, but her activity represents an industry that has been siphoning off a fairly glamorous share of tv's lucre in the past few years. The industry: the model agency, servicing advertisers through ad agencies and to a lesser extent via the commercial film producer in the casting of tv commercials.

There are a number of model agencies or "agents" providing this service to the tv advertiser. Representative of them are three of the larger model agencies in New York; the Hartford Agency, the Candy Jones Conover Agency and the John Robert Powers Model Agency.

From these three agencies alone, it is possible to ascertain the following:

• Tv has become a basic billing source. Hartford's tv-theatrical division had an estimated $604,000 gross billing last year; in November, its top billing month last year, the gross hit $72,000, and its estimated $42,000 gross billing for January of this year represents nearly a 10.6% increase over January 1957. (Tv represents about 90% of Hartford's tv-theatrical billing.)

Conover reports an estimated 65-75% of its models' revenue comes from activity in tv commercials. The Powers company, which has no television department, notes that at least 50% of its business now is attributable to television.

• Television activity at the model agencies is on the increase. Hartford, for example, notes that its tv-theatrical "take" has gone up approximately 200% since August 1956 (the date when Adams-Leigh Assoc., New York, a talent agency, merged with The Hartford Agency—Adams-Leigh started commercial tv as a "sideline" but soon found it could not keep up with the demand).

The model houses' tv "clients" include the top tv-billing advertising agencies in the country—a sampling at Hartford includes N. W. Ayer & Son, Ted Bates, BBDO, Benton & Bowles, Leo Burnett, Compton, Cunningham & Walsh, Dancer-Fitzgerald-Sample, William Esty, Grey Adv., McCann-Erickson, Norman, Craig & Kummel, Sullivan, Stauffer, Colwell & Bayles, J. Walter Thompson and Young & Rubicam.

Conover's top tv client list is similar, and as for products for which its models have been used, a representative Conover grouping includes such a diversified compilation as Zarumin, Prudential, all Colgate-Palmolive products, Coca-Cola, Gleem, Pall Mall cigarettes, Prell, Pan American Airways, Lilt, certain Revlon products and Genessee beer.

The model agencies agree that their "best" models in television earn high yearly incomes (assuming they model for other sources too). The average Hartford model who is a tv type comes by $30,000 a year, one-third of the income from tv commercials alone. Each agency can cite instances of models earning up to $50,000, a good portion of this from tv commercials. Conover notes that a "Conover girl" offered a Hollywood contract turned it down on the

growing fat from tv commercials

basis that it would take her two years to make more than she earns as a model.

Asked for the "highest average" for a model who has found tv a "big payoff," Hartford cites one of its male models (identity not revealed) who averaged $800 per week last summer in tv residuals alone while playing in summer stock. This was for a handful of commercials.

From a strictly financial standpoint, models prefer working in filmed commercials. And the model agency, whose percentage goes up along with the models' income, tries to obtain more film than live work for its models. Various rate structures of the unions involved (Screen Actors Guild, American Federation of Radio & Television Artists, Actors Equity, etc.), residuals, rate differential depending on how many lines are spoken, etc., all come into consideration.

The Hartford Agency maintains that "models in television must be able to move, be animated and have an ability to act." Because of this, Hartford, as do some other model agencies, encourage instruction of their models in television. Hartford, in fact, runs a school which includes training in drama and announcing.

While employment as a model in tv commercials has a strong lure of coin, there is bitter with the sweet. A model can not be associated with only one product or one brand too long because despite the residuals, other advertisers in competitive lines "won't touch you for a year or more."

To keep up with the multi-faceted demand of the tv commercial, the model agency, such as Hartford, will have access to a "talent pool" from which it can draw special types as well as to its regular roster. Even the regular roster contains lists of people who are Broadway actors or actresses, and/or models well known in such varied modeling fields as fashions, photography (including print), industrial shows (and films), summer stock and dramatic tv.

The tv model field has limitations. Notes the Conover Agency: "Tv modeling is a good source from which to draw people for acting roles in television, but it doesn't follow that a good tv actress automatically is a good tv model."

The model agency's only tv commodity is people, either for glamour or character work. Types and qualifications are many—models are in demand for their white, sparkling teeth; for lovely hands; for softness of hair. Female models may have a "feminine" look, or may be in demand for their "matronly" appearance. Male models are the "manly" or "fashion plate" type, others are in the "family" classification; a few fortunate (and highly-paid) models are all three.

Then there are the special requests from the model agency's tv client. Some clients, the agencies observe, want a model to do any of half a dozen things in addition to being a "blonde" 5 feet 5 inches tall, who speaks with a southern drawl. Many a client request includes the need for the model to travel because the commercial may be produced on location. If a model can fit all this into her schedule, however, then there's gold on them there channels.

SMOKING *technique, skating ability and good looks get the Viceroy job for Chuck Lester and Hildegard Flagg of the Hartford model agency. At a production meeting they check costumes with Charles Kebbe (seated), casting director of Ted Bates, advertising agency for Viceroy, and model agencymen Bret Adams (l) and Sandy Leigh, then directors of the Hartford Agency tv-theatrical department (now with their own firm). The sequence at right resulted.*

POWERS *agency's Nancy Kay Lee appears on living room screens for RCA-Whirlpool (through Kenyon & Eckhardt), Tide (Benton & Bowles), R. J. Reynolds' Salem cigarettes (William Esty), Gleem toothpaste (Compton Adv.), and other national advertisers.*

ADVERTISERS *who like the tv look of Lorna Gillam, Conover, include American Can Co. (Compton), Remington Rand (Compton), Lipton Tea (Young & Rubicam), Rinso (J. Walter Thompson), Coca - Cola (McCann - Erickson) and Gleem (Compton).*

◄ **THE LIST** *of commercial credits for Kim Smith of the Conover agency television department illustrate the successful tv model's adaptability. They include Kent cigarettes (business through Lennen & Newell), Pond's cosmetics (J. Walter Thompson), Maxwell House coffee (Benton & Bowles), Revlon Spray Mist (C. J. LaRoche), Schick lighter (B&B), Bliss home permanent (Norman, Craig & Kummel), Ban deodorant (BBDO) and Sardo water softener (Fiore & Fiore).*

IVORY *soap "Around the Clock" is demonstrated by Polly Aaron (l) in the commercial so designated by Compton Adv. The series of spots by Compton also includes one in which Helen Olsen (r), shows the kitchen uses of Ivory. Both are Hartford models.*

BBDO scouts videotape's potential, finds its ad uses hardly recognized

The potentialities of videotape in the production of tv programs and commercials are as unrecognized today as tv's own potentialities were a dozen years ago, according to Bud Stefan, head of tv production for BBDO, Hollywood.

"We can't, today, really conceive the possibilities tape has to offer," Mr. Stefan said after a trip with several of his staff to Ampex Corp. headquarters in Redwood City, Calif., where they became further acquainted with videotape recording and editing through personal participation in the process.

"When I first went into television in 1947 as a writer-director at KTLA (TV) (Paramount's pioneer tv station in Los Angeles) I wouldn't have believed that television was capable of half of the things we do today as a matter of course," he said, "and I'm sure the same is true of tape. Today we're only working with basic machines, like the early automobiles with none of the refinements or improvements that came later, and we can't even guess at the developments that are to come through RCA, Ampex, Du Pont, Minnesota Mining & Manufacturing and other manufacturers."

The reason for the Ampex visit was primarily to find out what the new tape recording process has to offer agency tv production departments. Ampex expects many other agency visitors in the months ahead. But BBDO had a special interest in tape recording that accounts for its trail blazing. One client, Du Pont, produces "Mylar," the polyester film for Scotch Brand videotape manufactured by Minnesota Mining & Manufacturing, another BBDO account, for use in sight and sound recordings for television.

"The chief thing we learned," Mr. Stefan said of the visit, "was that videotape recording of tv material is a simple process. With me were four tv production supervisors, Gerry Morrison, Larry Algeo, Joel Goldfus and Dorothy Winter. None of us is an engineer and yet, within an hour of our introduction to the apparatus, we were all able to record, rewind, play back, edit both video and audio and splice—without any technical help. There was nothing mysterious, nothing complicated. It's mostly just a matter of pushing buttons."

The BBDO delegation also found that they could edit the tape much more exactly and much more easily than they had anticipated. They recorded picture and sound, stopped the machine, rewound and then played back to determine the places where they desired to make cuts. Videotape is two inches wide, with the sound portion being along the upper edge. Applying a solution containing carbonyl iron to the tape revealed editing pulse marks every quarter of an inch along the bottom of the tape. These editing pulse marks represent a blanking time between the television fields. If the tape is cut and put back together at one of the editing pulses, there will be no roll-over of the picture on the screen. The tape is played at a speed of 15 inches per second and, with four editing pulse marks to the inch, it is possible to cut to the exactness of 1/60 of a second. Fortunately, a cut can be made four pulses or one inch from any indicated spot without noticeably affecting the picture. This "inch of safety" allows one to locate an unmodulated sound area on the top edge of the tape so that a cut can be made without cutting through sound.

"We picked up and taped part of *The Big Payoff* program off the air from San Francisco," Mr. Stefan reported. "During this sequence Bess Myerson did a commercial where at one point she placed her hand on a box of soap powder and later raised the box to the side of her face. We decided to use the latter shot as an insert and to eliminate voice and picture between the two sequences. This meant going from the first scene directly to the 'insert'. When we had made the cut, spliced the tape, and played it back, we discovered we'd caught Miss Myerson with her mouth just closing on the final syllable of her spiel. So we made a second cut and splice that neatly took that syllable out and showed her with her mouth closed and smiling.

"The fact that videotape offers an instantaneous recording and play-back process is a tremendous advantage. First, you watch the commercial on the monitor as it's being recorded; then you can play back the tape immediately and if there's anything wrong you can re-do it right then, while cast, crew, costumes, scenery and lights are all on hand. Before the session is over you have on tape exactly the commercial you want.

"But suppose, subsequently, you want to cut the one-minute commercial to a 30-second or 20-second spot or to an eight-second ID? Here's where the ability to edit the tape will be invaluable. Or suppose there's a change in price of the displayed product. This may call for a change in the sound track alone. If so, you can erase the sound and re-record a new track without touching the video signal at all."

Asked about costs, Mr. Stefan said that until the networks, tv stations, independent tape studios and the motion picture studios have established rates for videotape recordings, it is impossible to say just what they will be. But he was optimistic that they might well be lower than the present prices for similar recordings made by kinescope or directly on motion picture film. In addition to the saving on re-takes, an initial saving is in the tape itself. It costs less. There are no developing and printing charges to pay and the picture and audio signals on the tape may be erased and the tape used over.

Mr. Stefan sees agencies as new prospects for videotape recorders for auditioning, experimenting with new techniques, checking materials to be used in commercials and the making of reference recordings. However, the actual commercial production on videotape requires highly skilled people and elaborate studio facilities and a setup of this kind does not fit present agency policy.

"But I cannot conceive of the tv station manager who wouldn't want videotape equipment as soon as he is able to get delivery, not only for his own use and convenience but also to handle the videotape programs and commercials which are sure to come his way in ever increasing numbers," Mr. Stefan stated.

"Ampex is right in considering videotape as a new concept," he concluded. "And BBDO's creative and production staffs have great plans for our advertisers on tape as soon as union jurisdiction and the many other related problems are solved. Let's hope that they will be soon. Videotape is ready."

WATCHING *the tape as it records both sight and sound for immediate playback are this quartet from BBDO Hollywood (l to r): Bud Stefan, head of tv production, and Gerry Morrison, Dorothy Winter and Larry Algeo, tv production supervisors.*

GET YOUR SHARE OF TWO BILLION DOLLARS!

Central Iowa is a MUST market in anybody's league—WHO-TV, alone, covers 392,700 families with CSI of over *$2 BILLION,* including:

Food Sales	$320,578,000
General Mdse. Sales . .	$132,113,000
Drug Sales	$ 44,653,000
Automotive Sales . . .	$310,319,000

Whatever "your share" of this big market may be, WHO-TV gives you a *bigger* share of the audience (NBC-TV *plus* the most heads-up local programming in the area)!

The latest Metropolitan Des Moines ARB (Feb. 8-March 7, 1958) gives you at least a clue:

FIRST PLACE QUARTER HOURS				
	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
WHO-TV	**256**	**232**	**54%**	**49%**
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

You know and we know, of course, that "anybody can come up with a survey". The truth is that *any* survey can tell only a small part of the WHO-TV story. Ask PGW for the main themes!

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC Affiliate

KRON is TV in SF

San Franciscans are sold on KRON-TV

AVAILABLE
Minutes or
Full Sponsorship
"DIAL 999"
7:30-8 PM Tuesdays

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

COURT DECLARES AD TAX ILLEGAL

The two Baltimore city taxes on advertising and media were held unconstitutional last Monday by Maryland Circuit Judge Joseph L. Carter, who said they are in violation of fundamental guarantees of freedom of the press. Thomas N. Biddison, Baltimore city solicitor, said he will appeal the decision.

The city has repealed the taxes effective next Jan. 1. They have remained in effect since last Jan. 1. A levy of 4% was imposed by the city last Nov. 15, applying to gross sales of advertising time and space. Another 2% tax was placed on gross receipts of broadcasters and publishers handling advertising. A city ordinance adopted last April 17 repealed the taxes, following a nationwide furore.

Judge Carter held in essence that the press, religion and speech are constitutionally entitled to immunity from taxes that can be used, directly or indirectly, as a means of political control. However, he pointed out, they are subject, directly and indirectly, to taxes of general coverage.

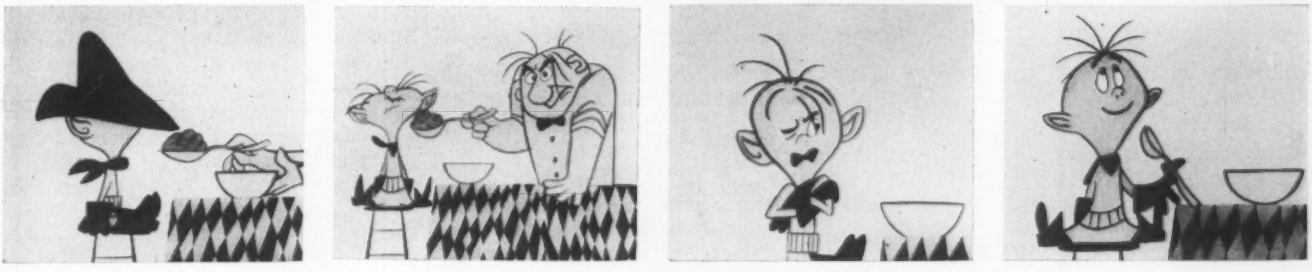
A few days before, Judge Carter said, the U.S. Supreme Court in a unanimous opinion made appropriate comments about the guarantees of freedom of the press. He recalled that the Maryland General Assembly this year outlawed advertising taxes except as part of general taxes on business or business transactions. The legislators also adopted a joint resolution that reaffirmed the state's Declaration of Rights, safeguarding all media of information from any form of pressure from any form of government.

Most radio and tv time sales are exempt from the taxes because of their interstate nature, Judge Carter pointed out. The three Baltimore tv stations had gross receipts totaling $1,636,701 for the first quarter of 1958, paying $5,005 in sales taxes. Newspapers paid $216,243 in taxes on $5,985,784 revenue, he noted. Exempt sales of tv totaled $1,560,772 for the quarter compared to $630,309 for newspapers. He added that under the 2% gross-receipts tax, radio paid $5,423, tv $2,502 and newspapers $114,334.

In his opinion Judge Carter quoted figures showing that local newspaper advertising linage had dropped 12% this year compared to a national average of 7.8%, which the newspapers ascribed to the advertising taxes.

Wilbur VanSant, president of VanSant, Dugdale & Co., largest Maryland agency, said a decision upholding validity of the taxes would have inspired similar legislation in other communities and possibly states. "The result would have been just what happened in Baltimore—curtailed advertising, reduced sales and a cutback in productive jobs," he said.

Mr. VanSant had opposed the tax from the time it was first proposed, calling it "a measure that hits at the very basis of our mass production economy." He added, "Without mass advertising there could be no mass distribution as we now know it."



'MARKY'S' $1 MILLION COMEBACK

Little "Marky," the impish, animated child who stars in Maypo's tv commercials, is running a heavy sales fever and next fall will break out with a heavy schedule of spots in television.

Heublein Inc., Hartford, Conn., which through its Maltex Co. division produces and markets the Maypo maple-flavered hot cereal, reads this spot temperature at more than $1 million. That's the amount of money Maltex will put into spot tv on behalf of this product alone starting in the third week of September.

The Maypo expenditure will represent more than a tripling of its allocation last season for spot tv (all of Maypo's advertising in the 1957-58 season was in spot tv). Maltex advertises for Maypo on a seasonal basis because hot cereals sell most during the cool weather months. The advertising hiatus starts in mid-spring and goes into September.

On the basis of Maypo's extraordinary success in spot tv in the past, the maple-flavored hot cereal firm will expand its market areas West—and spot tv will accompany the expansion in the new areas—from the generally northeast section of the U. S. straight across the northern half of the country.

Bryan Houston Inc., New York, Maypo's advertising agency, reportedly already has been buying time for the start of the big seasonal campaign. Agency executives on the account: John Van Horson, account supervisor, and Carl Plehaty, account executive.

Last season, Maypo ran its spot campaign in 13 states: Rhode Island, Vermont, Massachusetts, Connecticut, New Hampshire, Maine, New Jersey, New York, Maryland, Delaware, Eastern Pennsylvania, Michigan, and Ohio (in the latter states, primarily in the marketing areas of Detroit and Cleveland).

So far as the company is concerned, its campaign next season will be nationwide (again following the weather pattern and high sales areas for hot cereals; the southern half of the country is not as receptive as the northern section).

Heublein has been marketing the product since 1950, using just about every advertising medium at various times but never with any notable success until spot tv came along two years ago.

Backed by the unique cartoon character, "Marky," who has Maypo forced down his throat and then loves it—"I want my Maypo"—the Maypo flirtation with spot television developed into a wholesale rout of the conventional ranking in cereal sales that had existed up to that time in Maypo marketing areas.

Following its initial spot tv use (New England and upper New York state), Maypo could boast sales up near an average 80% in all markets, and in some markets the increase was as high as 186%. In Detroit, a new market this past season for Maypo, six weeks after the cereal maker started its usual "Marky" tv campaign, the company set up a special 100-case display in a supermarket. With the combination of "Marky" brand identification (the cartoon figure appears on the box) established via television and the follow-up store display, the 100 cases were sold out in a period of three days.

The boom has not let up—not even during the summer months. Last year, Maypo sales passed a 1959-60 estimate projected by the company, a feat more remarkable in view of cold cereals' traditionally out-selling hot cereals by seven to one. Already announced by Heublein President J. G. Martin and Floyd James, food sales manager: Maypo facilities in Burlington, Vt. (heart of the maple-syrup country in New England), have been increased to permit a doubling of production.

The plans for production and for the spot advertising were disclosed by these executives and by E. G. Gerbic, vice president of the Heublein Food Div. and Frank C. Marshall, advertising manager for the Food Div., at a national sales meeting in Hartford.

It is estimated that last season Maypo put about $350,000 into its spot tv push. The buying trend by the advertiser most likely will follow the pattern of the last season. Spots are sought in children's shows and westerns or in adjacencies, primarily

CONTINUED

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

July 14-18, 21-23 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

July 14-18, 21-23 (2:30-3 p.m.) *Haggis Baggis,* sustaining.

July 14, 21 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

July 16, 23 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co. (J. Walter Thompson).

July 17 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert Pharmaceutical, Emerson Div. (Lennen & Newell) and RCA Victor (Kenyon & Eckhardt).

July 17 (10:10:30 p.m.) *The Price Is Right,* Lever Bros. (J. Walter Thompson).

July 18 (7:30-8 p.m.) *The Big Game,* sustaining.

July 19 (8-9 p.m.) *Bob Crosby Show,* participating sponsors.

July 20 (7-7:30 p.m.) *Noah's Ark,* sustaining.

July 20 (8-9 p.m.) *Steve Allen Presents: Steve Lawrence and Eydie Gorme,* American Machine & Foundry (Cunningham & Walsh), Greyhound Corp., Procter & Gamble (both, Grey).

July 20 (9-10 p.m.) *The Chevy Show,* Chevrolet (Campbell-Ewald).

July 22 (8-9 p.m.) *The Investigator* RCA-Whirlpool (Kenyon & Eckhardt), Liggett & Myers (McCann-Erickson).

CONTINUED *from page 41*

before the school hours in the morning (7-9 a.m.) and after school (4-7 p.m.).

The campaign is expected to be run on more than 100 stations and in the major markets in every northern state (last season, the spots ran on about 42 stations in 19 markets and used about 120 spots per week). Frequency next fall has not yet been determined since line-ups are currently under preparation, and availabilities being formed. For the media strategists, the placing of spots in the generally preferred time periods may present a problem since the buyer is handicapped somewhat by the time limitations. But Heublein and "Marky" not only want their Maypo, they want sales and they mean to get them.

"Marky" can be likened to some extent to the notorious comic strip character, "Dennis the Menace." In the one-minute commercials, "Marky" balks when he is offered the hot cereal (any child could understand this situation). "Marky" then is won over and apparently viewer identification with the character pays off. (Creator of "Marky" was John Hubley, Storyboard Inc., owner and producer of the commercials.)

Chrysler Corporate Tv Cut Back to $900,000

Chrysler Corp., unlike its rival General Motors Corp., is retaining its tv institutional advertising program, albeit reduced.

The third of the "Big Three," which last year and seasons before spent more than $5 million annually on CBS-TV *Climax!,* last week announced two special hour-long programs. Price tag on the two is estimated at $900,000.

On Oct. 17, Chrysler will sponsor a spectacular with Fred Astaire—marking the singing dancer's first "live" tv appearance. The show, packaged by MCA Ltd., will be seen on NBC-TV 9-10 p.m.; Chrysler also will sponsor an Astaire "encore" sometime in the spring of 1959.

The October program will serve as a showcase for the 1959 Chrysler model line; the spring show will serve as a "reminder," according to Leo Burnett & Co., Chrysler's agency for institutional advertising.

Spot radio-tv advertising for the 1959 line will be conducted through the various divisional agencies: N. W. Ayer & Son (Plymouth), Grant Adv. (Dodge and trucks), BBDO (DeSoto) and Young & Rubicam (Chrysler and Imperial). There were no indications last week on strategy and budget in the realm of spot, but apparently Chrysler will step up print advertising in an effort to cut costs and increase store traffic.

Though Chrysler Corp (institutional) picked up most, if not all of the coin on *Climax!,* it was understood that the various divisions whose autos shared the *Climax!* commercial soundstage contributed to costs. Chrysler's most recent institutional agency was McCann-Erickson Inc., which resigned Chrysler earlier this year to take on Buick Div. of General Motors Corp. Burnett took over Chrysler institutional this summer.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

PASSES GOOD FOR FALL • First extensive use of radio time to promote B. T. Babbitt Co.'s "Ride Free . . ." subway-bus promotion [ADVERTISERS & AGENCIES, June 30] will be in Philadelphia early in September, it was learned last week. Babbitt and its agency, Brown & Butcher Inc., have got green light from Philadelphia Transportation Corp., and will go after Bab-O customers (and transit riders) with slogan, "Buy Three . . . Ride PTC."

JUNE BUST • Daytime sales on NBC-TV in June hit almost $10.8 million, Walter D. Scott, vice president, tv network sales, announced last week with report that during final week of June new order by Sunshine Biscuit Inc. and renewal by Whitehall Labs Div. of American Home Products Corp. accounted for $3 million. Other buys had been announced earlier. Sunshine buys alternate-Tuesday quarter-hour segment of *The Price Is Right* and alternate-Friday quarter-hour of *Tic Tac Dough,* both starting mid-September, through Cunningham & Walsh, N. Y. Whitehall's 52-week renewal of alternate weekly quarter-hour segments of *It Could Be You, Price Is Right* and *Queen for a Day* is effective mid-October through Ted Bates & Co., N. Y.

CROSSES 'RANGER' PALM • It'll be more "Hi-yo-Silver" for the *Lone Ranger* this coming season—silver being new sponsor coin. Added last week to renewal of western series (ABC-TV, Sun., 5:30-6 p.m.) by General Mills Inc. (Dancer-Fitzgerald-Sample) and Cracker Jack Co. (Leo Burnett) is new sponsorship of Smith Bros. (Sullivan, Stauffer, Colwell & Bayles). *Ranger* now in its 26th year, will enter its 10th tv season this autumn.

QUAKER CUSTOM • Eastman Kodak Co., Rochester, N. Y., for past two years sole sponsor of *The Adventures of Ozzie & Harriet* (produced and directed by Ozzie Nelson via Stage Five Productions), will sponsor film show again next season on ABC-TV but on alternate weeks. Quaker Oats Co. (breakfast cereals, pancake and baking mixes, pet foods), Chicago, is picking up other week, starting Oct. 1. J. Walter Thompson is agency for both advertisers. Also next fall (starting Sept. 24), series moves from its current slot of Wednesdays, 9-9:30 p.m. to new time period, 8:30-9 p.m. same evening. Fall run will mark seventh straight year on tv for series.

LINED UP AT 'DOOR' • Alternate sponsors for *Behind Closed Doors,* new film series dramatizing cases of American counter-espionage, were announced last week by NBC-TV. Starting Oct. 2 in Thursday 9-9:30 p.m. period new Screen Gems package will be sponsored alternately by Whitehall Labs Div. of American Home Products Corp. (Ted Bates & Co., N. Y.) and Liggett & Myers Tobacco Co. for its L&M filter cigarettes (Dancer-Fitzgerald-Sample, N. Y.).

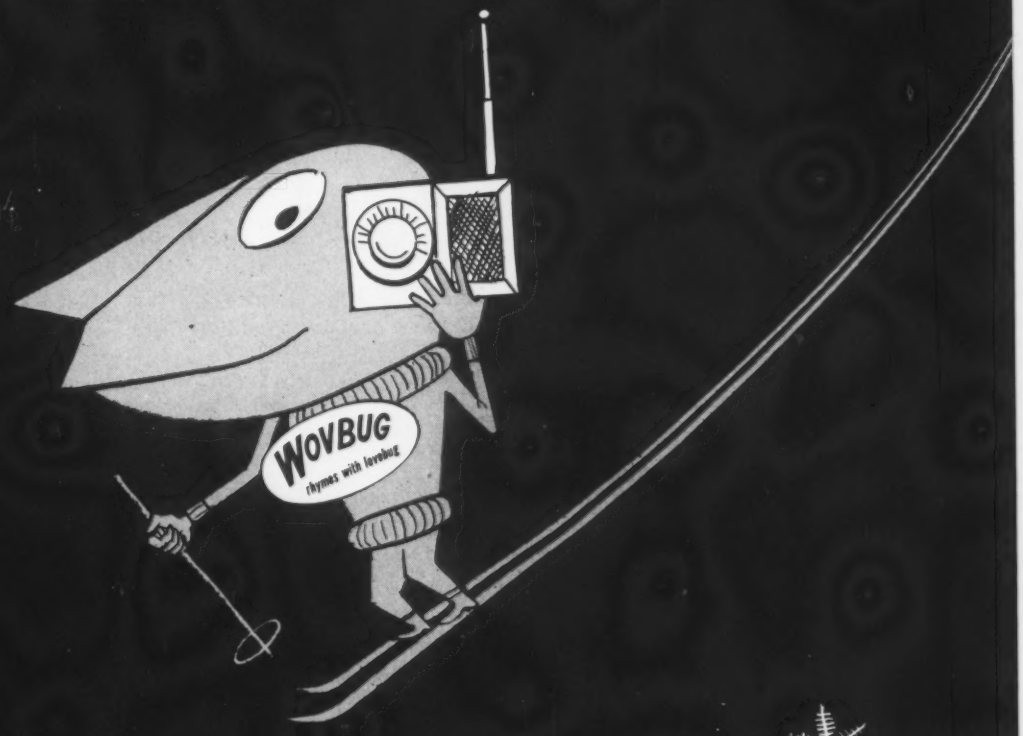
DRACKETT LASSOES MAVERICK • Drackett Co. (Drano, Windex household cleansers), Cincinnati, which is understood to be participating in ABC-TV's new "Operation Daybreak" plan (see page 34), has bought quarter sponsorship of network's *Maverick* series (Sun., 7:30-8:30 p.m.), starting yesterday (July 13). Drackett has bought half of program on alternate week basis with Kaiser Co.'s, which sponsor series fully on other weeks. Young & Rubicam, N. Y., is agency for both advertisers.

wherever they be it's

WOV 5000 Watts

IN N. Y. C. and VICINITY

over two million Italians agree



The prosperous "WOV Italian speaking community" encompasses over 2,100,000 people in the 17 county New York area and has spelled profit to countless advertisers through the years.

WOV's "Italian City" is actually larger than Philadelphia—bigger than the entire state of Connecticut —over TWICE THE SIZE of any other foreign language group! And it's growing every day. New immigration in the past decade alone (118,330) exceeds the total population of Phoenix or Schenectady.

If you want all of greater New York you cannot overlook the Italian market. And if you need increased sales the one radio voice reaching this market is overwhelmingly WOV.

WOV NEW YORK—ROME

KELLOGG MAY BE TV PACESETTER

- **Stations seem ready to go along with spot discount plan**
- **Informal midwest poll shows rate card changes in making**

Are tv stations likely to accept the new spot discount formula being offered to the Kellogg Co. for 1958-59? Are 500-odd stations prepared to revise their rate cards for bulk program time purchases alongside announcements? And is there an industry trend in the making?

The answer is a qualified "yes" across the board, based on an informal BROADCASTING poll of several station representatives last week—a yes with obvious qualifications as to individual market conditions, competitive station factors, network competition and advertisers' future needs and demands.

For the most part, stations are adopting a wait-and-see attitude as scrambling gets underway for chunks of the estimated $7.5 million of new Kellogg spot business. But the representatives plainly indicate that a clear majority of over 350 stations handled by those firms (or roughly 70% of operating commercial outlets in the U. S.) would (1) go along with the 20-30% discount formula, or certain variations, and (2) change their rate cards to offer similar discounts-off-earned-frequencies to other national or regional advertisers. Obviously, only about half these outlets will figure specifically in Kellogg's fall spot program.

The poll covered 16 station representative firms, including major ones, claiming an aggregate of perhaps 355 stations. Chicago reps were asked (1) how many of their stations would accept the Kellogg formula for bulk program time buys to accommodate three to five half-hour segments per week (with respective discounts of 20%, 25% and 30%) and (2) how many would contemplate rate card revisions to accommodate Kellogg and other bulk program advertisers.

Chicago representatives were canvassed on geographical grounds inasmuch as the formula initially was developed by the Chicago Spot Development Council for presentation to Kellogg, a midwest-based national advertiser.

While most representatives declined to speak categorically for their stations as a group, or for specific stations, they were able to provide a consensus of thinking, which indicated these findings:

- Scattered exceptions don't particularly want the Kellogg business on the basis of the suggested formula; some felt the maximum 30% discount was too high. At least one top representative indicated its station "probably would hold the line." Other stations indicated they thought their rates were already competitive enough.
- Competition in a given market will largely determine stations' acceptance of the Kellogg business in many instances.
- Most stations would prefer to incorporate the bulk program time purchase feature in their rate cards and so list it with Standard Rate & Data Service—then stick to their rate cards and offer the same advantages to other advertisers. In certain markets, clients with bulk or strip program commitments presumably would seek similar discounts.
- Since the concept of including multiple programs in rate cards with announcements is a revolutionary one, many stations are holding off until the wheeling-and-dealing on Kellogg is underway before reappraising their cards. There's also the feeling that the Kellogg action provides a "specialized" situation and a general move within the tv industry will be dictated by whether other national advertisers decide to follow a similar course [ADVERTISERS & AGENCIES, June 30, 23; STATIONS, June 16].

As Chicago representatives began lining up Kellogg station availabilities, there were these other major developments:

(1) The Chicago Spot Development Council made—or prepared to make—similar pitches to such other midwest-based clients as Jos. Schlitz Brewing Co., Pillsbury Mills and General Mills.

(2) Other agencies, including a half-dozen headquartered in New York, manifested interest in the rate concept, seeking details.

(3) The possibility arose that one other advertiser (and perhaps more) is interested in sharing the half-hour spot segments with Kellogg in certain markets.

Leo Burnett Co., Kellogg's agency, met with 35 station representatives last Tuesday (July 8), outlined the client's spot tv requirements market-by-market and requested availabilities in 165 markets. For an initial 10-day period (July 8-18), Burnett wants available time in the top 30 markets and will buy other markets through the summer until Aug. 26, with the spot drive set to kick off officially Sept. 29. Kellogg will spot its film properties in three to five half-hour time segments weekly, primarily in the 5-7 p.m. strip.

Thinking now is largely along these lines: Kellogg may buy the complete five strips in only three or four major markets (New York, Chicago, Los Angeles, etc.), thus qualifying for the suggested 30% discount, but generally concentrating on three or four shows per week in most other of the top 50 tv markets. There were reports, too, that a Saturday morning slot is being considered in some markets, and that 5-7 p.m. is not necessarily preclusive.

Burnett executives declined comment on whether Kellogg would be predisposed to accept another client in the package, but representatives acknowledged that overtures had been made. Stations themselves are vieing for perhaps $4.5 million (time costs) in the Kellogg budget under a plan provid-

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,272,000 people in the U.S. over 12 years of age during the week July 5-11. This is how they spent their time.

64.3%	(80,550,000) spent	1,509.4 million hours	WATCHING TELEVISION
62.7%	(78,546,000) spent	1,261.5 million hours	LISTENING TO RADIO
79.8%	(99,967,000) spent	392.7 million hours	READING NEWSPAPERS
32.8%	(41,089,000) spent	186.5 million hours	READING MAGAZINES
19.6%	(24,553,000) spent	278.1 million hours	WATCHING MOVIES ON TV
37.6%	(47,144,000) spent	199.6 million hours	ATTENDING MOVIES*

There were 125,272,000 people in the U.S. over 12 years of age during the week June 28-July 4. This is how they spent their time.

66.4%	(83,078,000) spent	1,570.2 million hours	WATCHING TELEVISION
60.4%	(75,571,000) spent	1,197.8 million hours	LISTENING TO RADIO
80.1%	(100,219,000) spent	387.7 million hours	READING NEWSPAPERS†
35.2%	(44,041,000) spent	194.1 million hours	READING MAGAZINES
20.1%	(25,149,000) spent	281.9 million hours	WATCHING MOVIES ON TV
33.2%	(41,505,000) spent	174.3 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† From 1-1.5 million of the decrease in individual newspaper readership is attributed to the Philadelphia newspaper strike.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available with 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of July 1, Sindlinger data shows: (1) 109,368,000 people over 12 years of age see tv (87.3% of the people in that age group); (2) 42,371,000 U. S. households with tv; (3) 46,660,000 tv sets in use in U. S.

WORLD-BEATER!

Reporter Ed Fleming covers ground. He's been places most newsmen only talk about. And he's still going places. Now bringing millions of Southern Californians his authoritative reports of national and international events on "Six O'Clock Report" and "Ten O'Clock Report-The Big News."

The addition of Ed Fleming to KNXT's prize-winning news staff is just one more reason why, now more than ever, KNXT News means good news. For example: "Six O'Clock Report" already reaches an average of over 400,000 viewers each evening. "Ten O'Clock Report-The Big News" reaches better than 500,000 viewers and is, in fact, the number one news show, local or network, in all Southern California.

World-beater Ed Fleming and KNXT News are made for each other...and for you. For complete information contact the nearest CBS Television Spot Sales office or KNXT, Channel 2, Los Angeles Phone OLive 1-2345 · CBS Owned

Source: Nielsen

ing "program contributions," with estimated production and talent costs of perhaps $3 million. The properties are *Wild Bill Hickok, Superman, Woody Woodpecker* and *Huckleberry Hound.* The spot campaign is due to start sometime in September.

While virtually all representatives declined to be quoted, they proffered frank observations:

• "This could be reminiscent of the rate-cutting war that plagued radio some years ago. We had a similar situation on radio rates that resulted in the medium being undersold—and sold under the table. It could involve rate-cutting within spot and between network and spot."

• "It may be a problem for stations to change their rate cards. Only a few select advertisers do—or can—buy three to five half-hour shows per week as Kellogg apparently intends to do."

• "Some of our stations in small markets objected to the plan but they are not really involved—by the time Kellogg gets the markets it wants."

• "Competition among stations will be the determining factor in most markets as to whether they'll accept the formula discounts or change their rate cards."

• "Kellogg's action is definitely precedential. It's highly probable stations will revise their cards. They want the business and the rate formula makes sense; others feel that, in view of their already lower rates and programming competition, they should not enter into any additional discounts at this time."

• "All stations want the Kellogg business and will make concessions to get it—whether it follows the suggested formula or takes other variations."

• "Our stations probably will pretty well hold the line. The stations with the most to gain in business will go for the plan; others won't."

• "If stations in some markets change their rate cards, those in other markets will follow suit."

• "Some of our stations are not too happy about the discount plan. They don't feel they would make any more money than they are now making on the network (ABC-TV) strip."

• "This could develop into a trend against network, especially for the fall."

• "This is a step in the right direction and definitely could be a trend. We have to live with the networks and this won't put them out of business. The networks also are in spot competition. This is the first time we have been on a competitive plane with networks in actual programs (as distinguished from announcements)."

• "This is a good thing for stations. After all commissions and discounts, they could stand to reap as much as 45% of rate card time costs, compared with 30% of rate card on the network (ABC-TV). It also might be a good deal for such multi-product firms as Procter & Gamble and Lever Bros. But as a trend it probably would be very limited."

The formula developed by the Chicago Spot Development Council on the basis of meetings with representatives of Leo Burnett Co. elicited open praise from Howard B. Meyers, vice president in charge of Venard, Rintoul & McConnell's Chicago office. He felt it could "definitely signify a trend toward heavier use of programming from which advertisers heretofore shied away because of cost factors."

Mr. Meyers felt, "There is every reason to believe stations will conform. In the case of announcements, radio and tv stations both have offered sizable discounts based on frequency usage. If that is true of announcements, why not programs? The benefits should be greater for multiple programs. We tend to think in terms of saturation rather than 13-, 26-, 39- and 52-week contracts. At first 30% would appear to be too much of a discount but it actually may not be." Mr. Meyers pointed out stations offer substantial frequency discounts on announcements.

The original rate plan was conceived by a group of representatives including Blair-Tv; Blair Television Assoc.; Weed Television; Adam Young; The Katz Agency, and Peters, Griffin, Woodward—all members of the Stations Representatives Assn. of Chicago. It was purportedly based on a survey of 185 stations in that group and showed about 80% of stations favoring the plan. The rate formula was not an official SRA-Chicago project as such, but was conceived by these members as a means of sparking spot business in general.

BROADCASTING's poll of representatives included both SRA and non-SRA members handling roughly 355 of the country's 510 commercial stations. It covered a cross-section of large- medium- and small-size representatives alike, including those with several stations in the nation's so-called top 50 tv markets in terms of set count, population, retail and food sales and others in secondary and smaller markets.

MOUTHS OF BABES

Gingiss Bros. (formal wear rental firm) Chicago, is using its ability to laugh at itself in a radio spot campaign to get the firm name remembered by prospective clients.

In one commercial by W. B. Doner & Co., Chicago, a reporter interviews a youth at the high school prom. Complimenting him on his tuxedo, the reporter finds out where the boy got the suit, but fails to elicit why it was rented from Gingiss Bros. The boy denies it was the styling, the fabric or price. He finally admits, "My dad is Mr. Gingiss."

WELCOME FOR WILMOTH

Blair-tv salesman Bill Vernon last week gave a "spectacular" welcome to Glenn Wilmoth, Dancer-Fitzgerald-Sample media executive, who was transferred from San Francisco back to the agency's headquarters on New York's Madison Ave. Mr. Vernon, who services the agency on behalf of Blair-Tv, checked into the Roosevelt Hotel, commandeering a room located directly opposite the windows of the D-F-S media department and displaying a huge sign that took up all of the window. "Welcome Back Glenn" the sign read.

The Blair people, meanwhile, had called the agency media department for Mr. Wilmoth to take a peek out of his office window. The enterprising Mr. Vernon followed up the sign display with a private party for D-F-S media people at his hotel suite at the close of business that day.

JWT Named by Stouffer Corp., Commercial Banks Foundation

Two new advertising accounts have landed at J. Walter Thompson Co. The Stouffer Corp., Cleveland restaurant chain and frozen food manufacturer, has appointed JWT, moving from two Cleveland agencies, Wyse Adv. and Lang, Fisher & Stashower. The other new account is the Foundation for Commercial Banks, Philadelphia.

What the new appointments will mean for radio and tv is not clear in either case. Stouffer, for example, is looking to additional advertising, marketing and merchandising. The advertiser now bills $500,000 but presumably expects the agency to map a more ambitious program for it and consequently billing should increase. Keyed to the naming of Thompson: the agency's background in food advertising (Kraft, Libby, McNeil & Libby and Lever Bros.).

The commercial banking foundation was formed only recently. A non-profit organization, the foundation was set up to organize and conduct a national advertising program. Some 14,000 banks in the U. S. will contribute (voluntarily) and, in fact, are now being canvassed for funds. The foundation's advertising program is expected to emphasize services provided by commercial banks. No radio or tv is included at the "outset," according to an agency spokesman, with initial planning calling for advertising in national magazines. Further media decisions depend on the extent of funds collected.

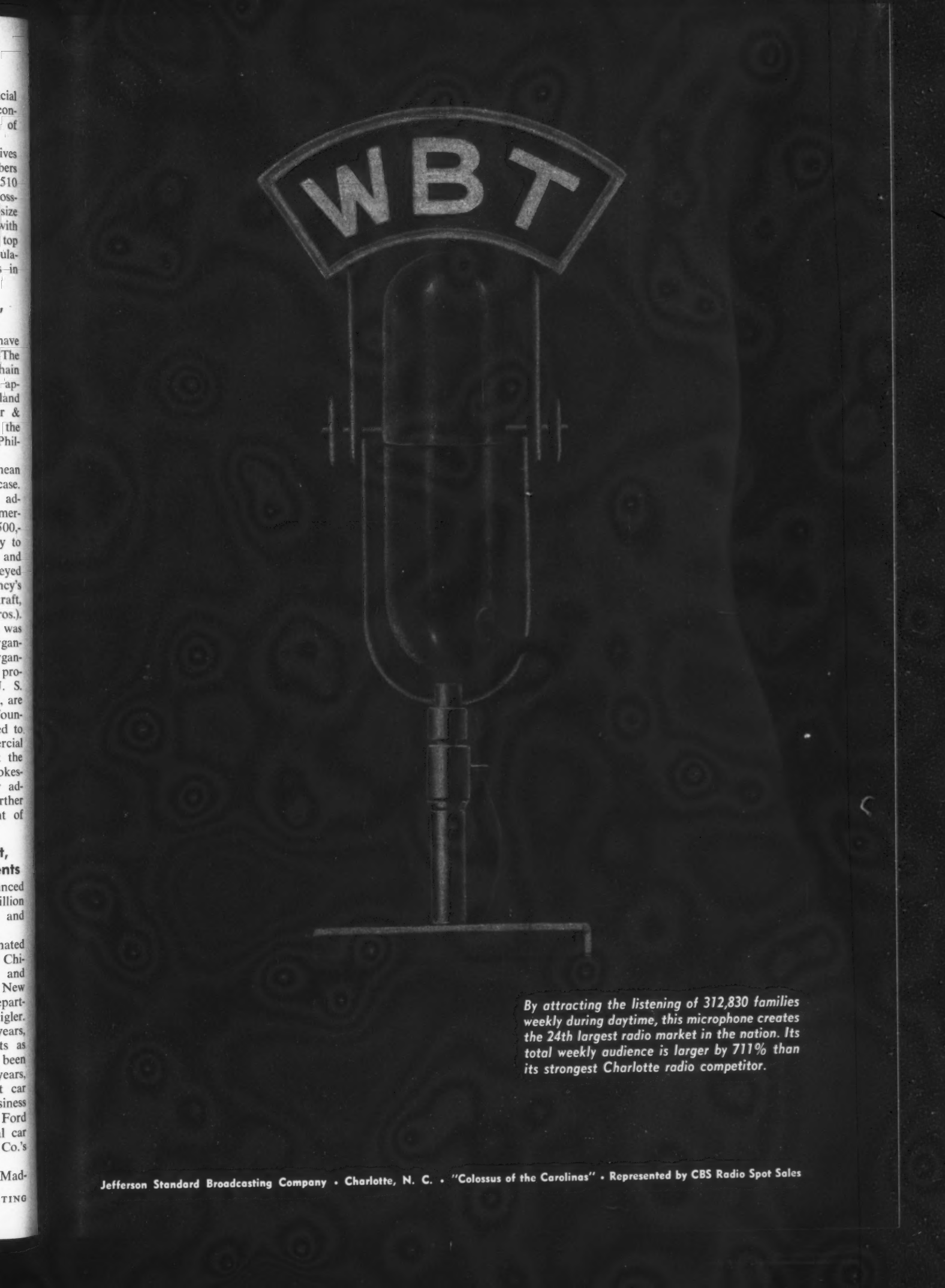
Burnett Staffs Chrysler Account, Makes Senior Copy Appointments

Leo Burnett Co., Chicago, has announced key staff additions on its $9-10 million Chrysler Corp. institutional business and two senior copy appointments.

Three field account executives designated for Chrysler: Richard S. Hammett in Chicago, Allan F. Wilson in New York and Roger M. Cleary in Los Angeles. New senior writers in the agency's copy department are Philip Schacherer and Eric Stigler.

Mr. Hammett, with Burnett five years, has worked on a variety of accounts as research supervisor. Mr. Wilson has been associated with Ford Motor Co. 12 years, successively as field manager, Detroit car sales manager and manager of business management and sales training for Ford International. Mr. Cleary was national car sales training manager of Ford Motor Co.'s Ford Div. before joining Burnett.

Mr. Schacherer came from Keyes, Mad-



By attracting the listening of 312,830 families weekly during daytime, this microphone creates the 24th largest radio market in the nation. Its total weekly audience is larger by 711% than its strongest Charlotte radio competitor.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

den & Jones where he was copy supervisor on Brown & Williamson, Mead Johnson and Admiral Corp. accounts. Mr. Stigler worked on Drewrys beer and Celotex accounts at MacFarland, Aveyard & Co. the past 4½ years.

F. Strother Cary Jr., administrative vice president, is account supervisor and William L. Diener agency management representative on the Chrysler account, which also includes the corporation's export passenger-car account. Chrysler currently is reported to be shopping for network tv "specials" this fall [ADVERTISERS & AGENCIES, June 30].

Omnibus Returns to Tv For Its Sixth Season

A veteran of five seasons on network tv, *Omnibus,* will be back again next fall on NBC-TV, the network reported last week, and it was indicated the series will be fully sponsored.

There is a chance that the two advertisers which last season sponsored the Sunday afternoon program—Aluminium Ltd. and Union Carbide—will renew. Last season *Omnibus,* in 90-minute form, was ⅔ sponsored. It alternated with General Motors Corp.'s *Wide Wide World* which GMC has decided not to renew (representing some $4.5 million in agency billing) [ADVERTISERS & AGENCIES, June 23].

Aluminium's agency is J. Walter Thompson Co. and Union Carbide's is J. M. Mathes Inc. Aluminium reportedly is renewing, while Union Carbide is expected to come through with a decision later this month. *Omnibus* next season will be cut down to one-hour and will run 15 programs in the 5-6 p.m. period on an alternate week basis. Still to be decided: What show will alternate with *Omnibus*. According to NBC-TV, Robert Saudek Assoc., producer of the series, also will produce "several" 90-minute specials to be telecast in evening time.

Omnibus in addition to being recipient of 65 major awards in its five-year network tv stretch, claims the distinction of having had a "run" on each of the three networks (from CBS-TV to ABC-TV—both under the aegis of the Ford Foundation—and to NBC-TV as a privately-packaged show).

Muntz, FTC Sign Consent Order

Muntz Tv Inc., Chicago, has agreed to a Federal Trade Commission consent order prohibiting the firm from misrepresenting the size of the picture tubes in its tv sets and claiming that the sets are sold directly from the factory, the FTC announced last Monday (July 7).

The FTC had charged Nov. 6, 1957, that horizontal measurements of the picture tubes in Muntz tv sets were "substantially" less than sizes claimed by the company in newspaper advertisements and on markings on the sets. It also charged that sets are not handled by "factory outlets," but by retailers who buy them from Muntz. A complaint against Earl W. Muntz, former president, was dismissed because he left that office in January 1957.

WRATHER IN NEW OVERSEAS DEAL

Formation of Independent Television Corp. as an international distribution organization of tv programs, was announced last week jointly by its organizers: the Jack Wrather Organization, Beverly Hills, Calif., owner of *Lassie, Lone Ranger* and *Sgt. Preston of the Yukon;* Carl M. Loeb, Rhoades & Co., Wall St. investment house associated in a number of Wrather enterprises; Associated Television Ltd., program contractor for British commercial tv stations in London and the Midlands, and Incorporated Television Programme Co. Ltd., owner of tv series *Robin Hood, William Tell* and *Invisible Man.*

Walter Kingsley, general sales manager of Ziv Television Programs, has joined Independent Tv as president and will set up headquarters in New York. ITC has an initial capitalization of $2.5 million and a first year production budget of $10 million. The Jack Wrather Organization and ATV-ITP have guaranteed to deliver a minimum of four and up to 10 series of 39 programs each per year to ITC, including series created and produced by these organizations themselves or acquired by them for international distribution to television stations around the world.

Mr. Wrather, president of KFMB-AM-TV San Diego and KERO-TV Bakersfield, both Calif., as well as head of his film production-syndication company, will be chairman of the board of ITC. Vice chairman is Michael Nidorf, former vice president of General Artists Corp. and board chairman of Official Films and now in London as executive vice president of Incorporated Television Programme.

Other American directors of the new company are: John L. Loeb and Clifford Michel, senior partners of Carl M. Loeb, Rhoades & Co.; Monte Livingston of the Beverly Hills law firm of Kaplan, Livingston, Goodwin & Berkowitz; William Shay, vice president of Jack Wrather Organization; Walter Walz of Carl M. Loeb, Rhoades & Co.

Board members representing British interests are: Prince Littler, chairman of Moss Empires Ltd. and board chairman of ATV and ITP; Val Parnell, managing director of ATV and managing director of the London Palladium Theatre; Comdr. J. A. L. Drummond, senior executive of S. G. Warburg Co., English bankers; the Earl of Bessborough; Lew Grade, deputy managing director, ATV and managing director of ITP, and Mr. Nidorf.

Mr. Kingsley has been with Ziv Television Programs for nine years, since its inception. During this time he formed the company's western sales division and its national sales department. He is now setting up a sales and distribution organization for Independent Tv Corp. to serve all segments of the tv industry nationally and internationally.

Hecht-Hill-Lancaster Add Tv To Movie Production Activity

Another independent Hollywood film production company may soon join the ranks of those turning out tv film series. Hecht-Hill-Lancaster, currently adapting J. P. Miller's "The Rabbit Trap"—a onetime NBC-TV *Philco Tv Playhouse* entry—into a theatrical film, last week disclosed plans to enter regular tv production in the fall.

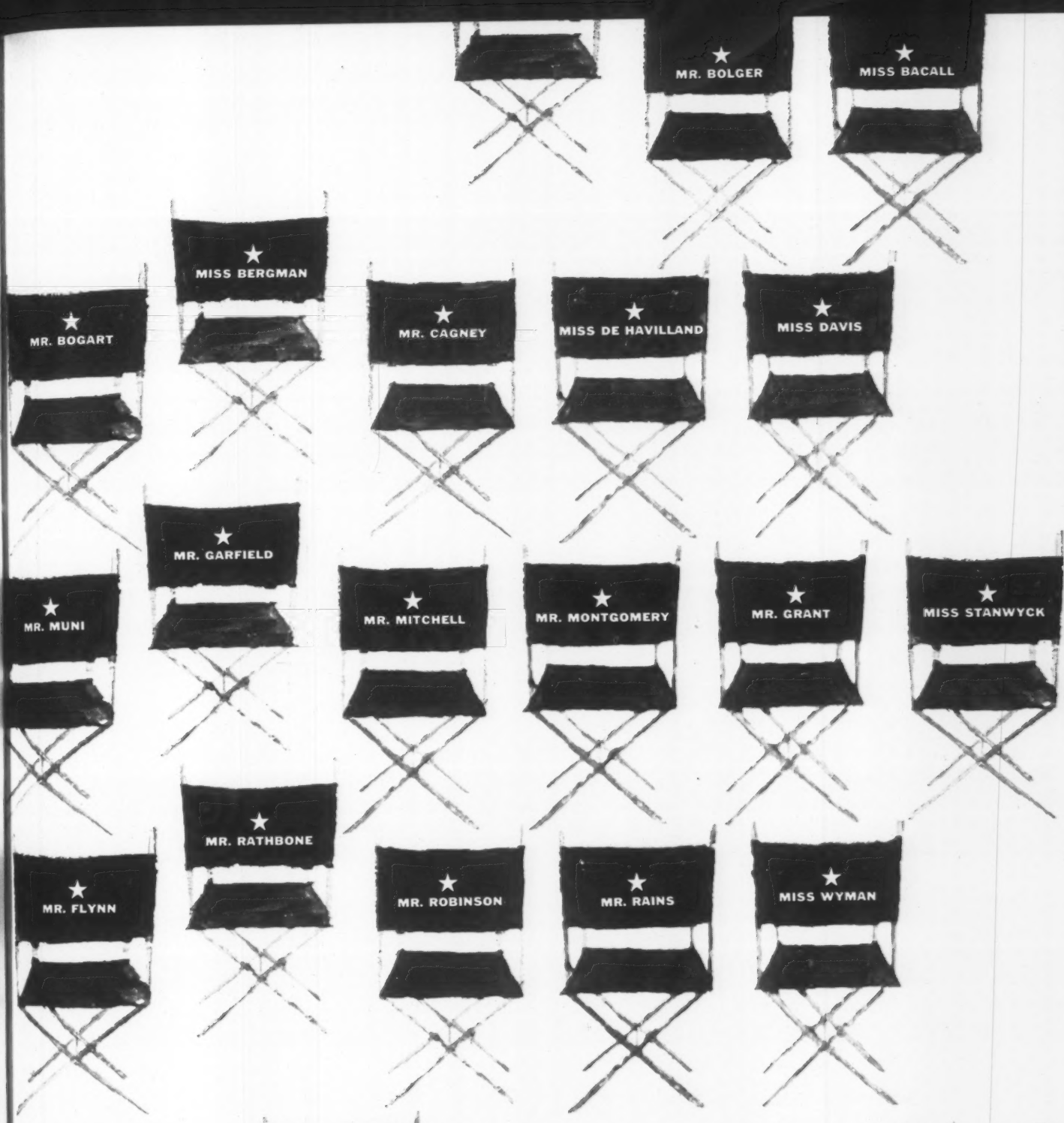
Two properties are now being "discussed," according to an H-H-L official. The first is a series of half-hour teleplays based on Paddy Chayefsky's "The Bachelor Party," the second, a series of "southwesterns" titled *The Kentuckian.* The former also was a one-shot Philco program, turned into a theatrical film in 1957 under the H-H-L banner; the latter was a 1955 theatrical film starring Burt Lancaster. H-H-L said that when the firm purchased the Chayefsky script in 1956, "we purchased total rights to the property—including television." Hecht-Hill-Lancaster currently is seeking an executive to head up its video operations. A fortnight ago it made a bid for the services of Nat Perrin, executive producer at TCF Productions, tv subsidiary of 20th Century-Fox but he declined.

Guild Films Offers AT&T Series

Guild Films has acquired the syndication rights to 79 *Telephone Time* half-hours and retitled the property *Curtain Time.* It is offered to stations for daytime and eve-

CONTINUED

VIE VON THOM, Japanese tv actress, on a round of visits to New York agencies presents a promotional brochure for Wilbur Streech Productions to Jack Atherton, radio-tv vice president of Atherton & Currier. The Streech brochure, which asks in Japanese, "Have you seen our latest work?" shows a colored still from an NBC-TV animated promotional spot for *Omnibus.* Miss Von Thom has appeared on a number of network television programs.



Jupiter stars that mean top ratings!

Star-studded with names like these—that's the secret of Jupiter's success! Each of the 52 feature films in this new group is a hit in its own right, hand-picked to deliver top share of audience for you. Of 23 already rated by ARB, 20 have pulled a share of audience of 50% or more. For full details, write, wire, phone:

a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., CRestview 6-5886

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Prices for individual pictures on request.

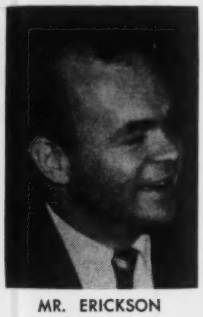
ning programming on a once-a-week as well as strip basis. The anthology programs, produced by Hal Roach, were sponsored by American Telephone and Telegraph for two seasons on CBS and ABC.

Erickson Leaves Y&R For Warner Bros. Post

In a surprise move last Friday (July 11), Rodney Erickson, vice president and radio-tv supervisor at Young & Rubicam, severed his 10-year connection with the agency to join Warner Bros. Pictures Inc. as a top-level tv sales executive. Effective Aug. 1, Mr. Erickson moves into the New York office of WB to become vice president in charge of world-wide television sales. He reports directly to WB President Jack L. Warner.

Mr. Erickson fills a newly-created post which—though linked directly to the Warner Bros.' tv operations in Burbank, Calif., headed by Vice President William T. Orr—falls into channels of responsibility leading directly to "the front office" occupied by Mr. Warner and Vice President Ben Kalmenson, second-in-command.

Though charged with world-wide tv sales, Mr. Erickson at the outset will be principally concerned with domestic tv affairs. Warner Bros. Tv presently has four series sold to advertisers on ABC-TV and through its production agreement with that network is seeking buyers for five other programs which ABC-TV hopes to place by next season. The program roster is as follows:



MR. ERICKSON

Cheyenne, once part of ABC-TV's ill-fated *Warner Bros. Presents* (1955-56) will enter its fourth season this fall under sponsorship of Johnson & Johnson (Young & Rubicam) and National Carbon (William Esty Co.) The present sponsor is General Electric Co. Alternating with *Cheyenne* in the Tuesday, 7:30-8:30 p.m. slot is *Sugarfoot,* now split three ways by American Chicle Co., Colgate-Palmolive (both via Ted Bates & Co.) and Luden's Inc. (J. M. Mathes Inc.). Colgate will pull out by fall.

Maverick, owned three ways by ABC-TV, WB-Tv and Kaiser Industries, will stay in the Sunday, 7:30-8:30 slot this fall but Kaiser (Young & Rubicam) will cut back its hour-long sponsorship to three-quarters, with Drackett Co. (Young & Rubicam) picking up the other quarter.

Newly sold at ABC-TV is *Lawman,* set to follow *Maverick* in the 8:30-9 p.m. Sunday time period under sponsorship of R. J. Reynolds Co. (William Esty). The program premieres this fall.

Unsold at present but in the process of being timeslotted by ABC-TV: *Public Enemy,* Friday, 9:30-10:30 p.m.; *77 Sunset Strip,* Sunday, 9-10 p.m.; *Room for One More,* Friday, 8:30-9 p.m., and *It's Genuine,* not placed as yet. Additionally, ABC-TV and Warners hope to revive sponsor interest in *Colt .45,* which was dropped in April after a 26-week run by the Mennen Co. (McCann-Erickson) and Campbell Soup Co. (BBDO). *Colt .45* will fire Tuesday, 10-10:30 p.m.

It is with these shows that Mr. Erickson will begin his new career of salesmanship. He is not new to the practice of snaring advertisers. While at Y&R he has been principally charged with creating and presenting new tv programming ideas to prospective Y&R clients and those already "in the shop." It was understood that one reason why Mr. Erickson chose to sever his Y&R connection could be directly traced to the diminishing role of the advertising agency as a program creator as the role of the individual program packager got fatter.

Mr. Erickson takes to Warner Bros. a widely-diversified background in broadcasting. He joined Y&R in 1948 as a radio-tv producer. At the agency he handled such shows as *We the People* and *The Fred Waring Show,* gradually working his way up to what was considered by the trade the No. 1 broadcast post at the second-largest broadcast-billing agency in the world. Before his Y&R association, Mr. Erickson was a CBS and NBC producer-director, a radio executive with Procter & Gamble in Cincinnati and program operations director at WOR New York.

With Mr. Erickson's appointment came renewed speculation as to what WB planned to do in New York. A fortnight ago, the studio released its entire New York office staff of 300, effective Oct. 1 [FILM, July 7], indicating it would retain only a skeleton staff to represent the studio in the East.

Screen Gems Adopts New Plan For Pre-testing All Tv Film Series

In a move described as the first of its kind in the tv film program field, Screen Gems Inc., New York, last week announced a plan for pre-testing all SG syndicated properties prior to submission to agencies and sponsors.

Pierre Marquis, director of sales planning and research for SG, said George Frye & Assoc., New York market research organization, will conduct the project for the tv film company. Dr. Ward Jenssen, west coast manager for Frye, is project supervisor.

The initial pre-test already has been completed, Mr. Marquis revealed. It was conducted June 26-27 on the new action series *Rescue 8.*

In the pre-test, Mr. Marquis explained, each member of a preview audience is given both a fact-finding questionnaire and an electronic gauge with five dials to indicate his reaction to the program as it progresses. The gauges are connected to a central graph (the Hopkins Televote Recorder) which measures audience reaction at 15-second intervals.

More than 150 persons, comprising a projectable sample, were invited to view episodes from *Rescue 8* in a theatre on the lot of Columbia Pictures, parent company of SG, in Hollywood. The audience reactions to the episodes were measured against four control films, certified as average tv programs by Dr. Jenssen, who personally supervised the initial pre-tests.

"Preliminary reports indicated that the testing process was completely successful," Mr. Marquis said. "The initial *Rescue 8* episode scored extremely well against the control shows."

Lowendahl Productions Revived With Transfilm as Stockholder

Plans for the reactivation of Walter Lowendahl Productions, New York, for tv and theatrical film production were announced last week by William Miesegaes, board chairman of Transfilm Inc., New York. The new company will be headed by Walter Lowendahl, president of Transfilm, which holds a substantial interest in the Lowendahl company.

MR. LOWENDAHL

Walter Lowendahl Productions, along with Transfilm, co-produced the Gian-Carlo Menotti opera, *The Medium,* in 1951, but has been inactive since that date. The new move will enable Mr. Lowendahl to be relieved of his administrative duties at Transfilm and concentrate on the development of tv film and theatrical properties. Mr. Lowendahl will continue his affiliation with Transfilm as a general consultant and produce specific industrial films exclusively for the company. The change-over is expected to take place within a few weeks, at which time Mr. Miesegaes will assume his former role as Transfilm president.

La Mesa Readies Four Pilots For Possible Network Series

Formation of La Mesa Productions, with headquarters at the Desilu Gower Studios, Hollywood, has been announced by Alfred J. Scalpone, former vice president of CBS-TV in charge of network programs, Hollywood. Address is 780 N. Gower St. Telephone is Hollywood 9-5911. The company is now in the process of organization, with other officers to be announced shortly.

Under Mr. Scalpone's agreement with CBS, negotiated at the time of his leaving the network in the spring [NETWORKS, April 7], La Mesa will produce a minimum of four pilots in the next two years. Two must be half-hour programs; the other two may be hour-long programs. CBS-TV will finance the pilots and if the network decides to go ahead with the series, it will also underwrite the production on a partnership basis with La Mesa.

Four properties are in active development at the present time, Mr. Scalpone said. They are: *Man on the Beach,* a detective series which he said will differ from the usual detective stories on tv in that it will have a complicated character involved with rather simple plots. Gwen Bagni and Irwin Dielgud are writing the pilot and negotiations for casting have just begun.

CONTINUED

"YUP-ONE COLOR SET GOES IN THE BEDROOM!"

WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even *touch* it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. *And we mean prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

The Sergeant and the Lady, both members of the San Diego police force, a sergeant and a navy nurse turned policewoman. The pilot will be written by Herb Meadow, creator, with Sam Rolfe, of *Have Gun, Will Travel.* Much of the shooting will be done on location in San Diego. *The Man Who Fought Back,* contemporary adventure series created by Mr. Meadows and Mr. Scalpone, with Mr. Meadows writing the pilot. *Grip of Terror,* based on the true story of Paul and Marian Miller, husband and wife with three small children, who for five years investigated communist activities as underground agents for the FBI.

ATU Productions Formed in N. Y. To Syndicate Animated Tv Spots

A new animated tv film commercial syndication service was announced last week by tv actor Allen Swift. It initially will be offered to beer advertisers who, according to Mr. Swift, "spend more money regionally than any other type of advertisers." Mr. Swift has formed ATU Productions Inc. to produce "neutral" commercials in which regional brewers may insert not only their trade names but recorded sound-tracks and visual images. Mr. Swift says his operation "is not based on the open-end commercial premise," but on "the theory that the only thing brewers have to sell is 'enjoyment', and that the best way to sell 'enjoyment' is through off-beat humor."

Mr. Swift is billed as "the man of a thousand voices." Earlier this year, Fitzgerald Adv., New Orleans, called upon him and puppeteer Paul Ashley to turn out—on a three-week rush schedule—18 animated commercials for Jackson Brewing Co. (Jax beer). The commercials, slotted in a 29-market sports tv series, packaged through Sarra Inc., spoof a number of tv "institutions," including Ed Murrow's *Person to Person,* Arthur Godfrey's *Talent Scouts, Dragnet* and other programs. The 18-commercial job cost Jackson $63,000.

ATU Productions is at 130 W. 57th St., New York. Telephone: Judson 6-4292. As the "voices" heard on behalf of such animation-users as Schaeffer beer, General Foods Corp., Borden Co., Proctor Electric Products, etc., Mr. Swift said that "over $12 million was spent in 1957 on advertising using my voices." Mr. Swift also is seen and heard on WPIX (TV) New York as the m.c. of a *Popeye* series and during the heyday of *Howdy Doody* on NBC-TV playing diverse roles.

'Navy Log' Cut for Syndication

CBS Television Film Sales is releasing 104 episodes of *Navy Log* for syndication, John F. Howell, general sales manager, announced. The series will be broken up into two packages, with a group of 52 for the first year and the remaining 52 for the second year.

The *Navy Log* series has been on the networks for three years, first with CBS-TV sponsored by W. A. Sheaffer Pens & Maytag, then on ABC-TV for American Tobacco Co. and U. S. Rubber and now in its third season which will run until Oct. 9 on ABC-TV for U. S. Rubber.

ACCARDO DENIED TV PROTECTION

- **Court refuses to block WBKB (TV)'s Washington coverage**
- **New issue of sponsored public service television raised**

A crime figure's request for an injunction to prevent televising of his Senate rackets committee testimony, rejected in Chicago District Court Tuesday, raised questions about commercial sponsorship of public service events as well as invasion of privacy.

While the Accardo suit was lost on jurisdictional grounds, the district judge did comment on the invasion-of-privacy issue, saying the witness "would be no more a captive performer than any witness who takes the stand in this court when there are newspaper reporters present." Courts eventually will have to face the other issue of news sponsorship, the judge said.

Counsel for Tony Accardo, alleged crime syndicate personality, had asked the court to prevent American Broadcasting-Paramount Theatres Inc. and Field Enterprises *(Chicago Sun-Times)* from televising his appearance before the committee probing Chicago restaurant-union relations. The request was denied by Judge Julius J. Hoffman.

THE SHOW WENT ON: *Despite protesting witness, Chicago saw it all.*

ABC-TV's o&o WBKB (TV) and the *Sun-Times* televised the hearings last week as a public service project, with the network's WMAL-TV Washington, D. C., serving as originating outlet. The station cancelled its regular daily commercial programs to present the coverage, recouping a large part of its normal revenue from spot announcements and station breaks during the hearings and in later evening hours.

WBKB reported Wednesday it carried the hearings exclusively in the U. S. although pickups also were offered to other stations. WBKB and the *Sun-Times* described the coverage as "the most expensive single public affairs presentation" since they cooperated on similar pickups of the 1954 Army-McCarthy hearings. They split the cost "as a public service." Cost of the whole package, as projected over a two-week span, was reported to run about $50,000, including about $3,100 for daily line charges.

The telecasts were under the direction of John Daly, ABC vice president in charge of news and special events, with John Edwards and Bob Fleming, ABC Washington, assisting in commentary.

WBKB also carried a nightly hour-long videotape digest of highlights from the hearings (televised Tuesday and Wednesday, 9-11 a.m. and 1-4 p.m., and for varying periods on succeeding days) at 11:30 p.m. prior and through the actual hearings, the ABC outlet also aired more than 100 promotional spots, calling attention to the public service telecasts.

Specifically, L. Louis Karton, counsel for Mr. Accardo, sought an injunction designed to black out coverage in the Chicago and suburban areas. He charged such coverage would be an invasion of privacy and subject the crime figures to the status of a "captive performer, in which a pitiless camera would expose his every nervous gesture and expression." He also charged the program would be a "show, a circus, a spectacle" with the "white glare of television Kleig lights," and "cause his client to lose standing with his neighbors" in suburban River Forest. (Mr. Accardo at one time was reputed head of the Capone crime empire.)

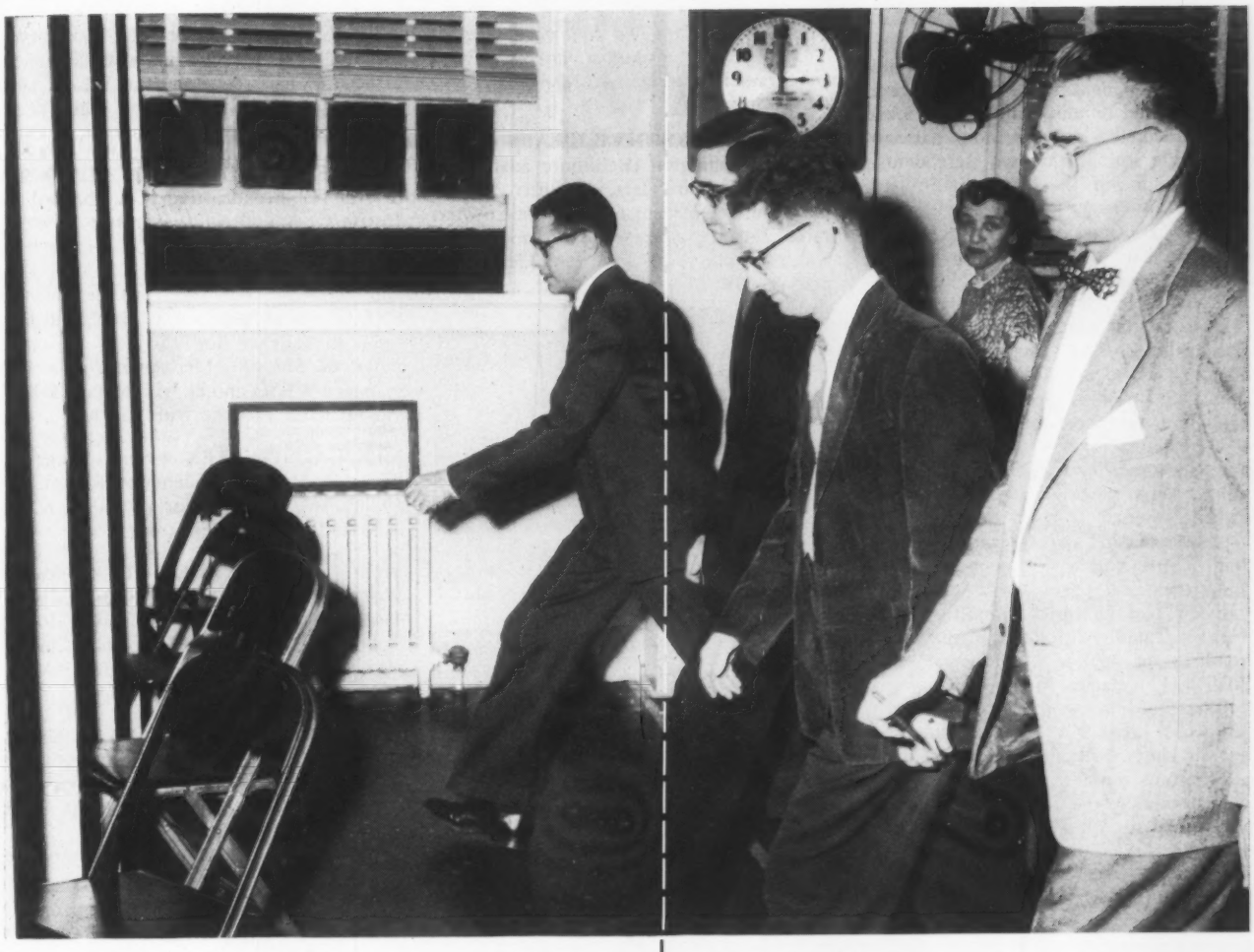
Judge Hoffman, in denying the injunction request, noted that courts "will have to face up to the problem" involved in commercial tv coverage of news events and public hearings. On invasion of privacy, however, he said Mr. Accardo would be no more a captive performer than a witness in the district court when there are newspaper reporters present. Invasion of privacy, he ruled in effect, was not involved here.

Aside from the conventional invasion-of-privacy issue, the question of commercial sponsorship of public service coverage was raised by Mr. Accardo's attorney. He argued in court it was neither public service nor "news coverage of an important event," but a "spectacle [that] would give the impression Mr. Accardo is a gangster and a criminal." WBKB and the *Sun-Times,* he held, were presenting the telecasts for profit in view of the number of station break commercials carried.

Sen. John L. McClellan (D-Ark.), chairman of the rackets committee, pointed out that if a witness complains of distraction from tv cameras and cooperates in his testimony, actual televising may be temporarily halted. Sen. McClellan also had another hot potato thrown in his lap at mid-week:

WBKB reportedly had a tentative commitment from Pure Oil Co., a regional advertiser, to sponsor perhaps an hour of the hearings Thursday. Through its ABC Washington representatives, the request reportedly was submitted to Sen. McClellan's office. Congressional committee chairmen must approve requests for commercial sponsorship (specific sponsors) of such hearing coverage under a code of conduct adopted by Congress.

Appearing as counsel in Chicago District Court Tuesday were John B. Moser and Henry Kohn for ABC (WBKB) and Robert



a lively step ahead...

These reporters weren't posing.

When the Department of Agriculture issues a crop report, reporters have to toe a mark until the stroke of three o'clock before going for the telephones. As these newsmen started, a Department photographer made this candid shot.

A lively step ahead of the others—like his service—is Bernard Brenner, of United Press International.

United Press International

U·P·I NEWS PRODUCES

B. Wilcox for the *Sun-Times*. Cornelius O'Dea, manager of news and special events for the ABC Central Div. and WBKB, also appeared as a witness. Messrs. Moser and Kohn suggested Mr. Accardo could obtain relief, if invasion of privacy were involved, at the Illinois State Court level and contended the district court had no jurisdiction to enjoin the two defendants. Judge Hoffman felt the crime figure had not proved any such telecast would constitute such an invasion of privacy.

Mr. Kohn held that invasion of privacy laws are not applicable to persons and situations deemed to be "newsworthy." Mr. Wilcox issued this statement:

"The plaintiff doesn't mention his business—nor does he say just how he would be damaged [by his appearance on television]. He hasn't indicated how the hearings—as printed in news stories—border on a circus atmosphere. The *Sun-Times* is attempting only to bring to the public a newsworthy event."

A spokesman for Field Enterprises denied attorney Karton's charge that it promoted a "giant theatrical production" for profit. The lawyer had charged committee hearings are executed "with all the finesse of a Broadway production," alluding to the famous 1951 Kefauver investigating committee hearings in which several crime figures were highlighted. He commented further his client is "neither an entertainer, an athlete, nor a political figure—he is a private citizen whose rights of privacy should not be invaded."

Chairman McClellan, overruling Mr. Accardo's plea to shut off tv during his Friday morning testimony, said the committee "could not conscientiously deny" to tv the right to carry testimony in a public hearing without discriminating against it, since the press and public could report and hear the same matter. In the past the committee has barred tv in some instances but only when witnesses refrained from invoking the Fifth Amendment and pleaded that tv and other photography was distracting. Mr. Accardo repeatedly invoked the Fifth Amendment.

Adam Young Releases Report Boosting Independent Radio

Adam Young Inc., New York, station representative, last week released another of its reports on radio to buttress its contention that "modern radio" on independent stations delivers a larger out-of-the-home audience than "old-line" network affiliates.

The study by Adam Young's research department was compiled from figures by The Pulse covering program ratings from 6 a.m.-6 p.m. on weekdays in 10 leading markets. The ratings for two independent stations in each market and for the two network affiliates there were compared and an overall average computed. On the basis of this computation, Adam Young concluded that modern stations reached larger out-of-home audiences than network stations during all hours of the day; they reach a "large, constant out-of-home listening group all day," while network affiliates out-of-home audience "is relatively large only during the so-called traffic times."

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WMBR JACKSONVILLE, FLA. • Sold to WWDC Washington (Baltimore advertising executive Joseph Katz, majority owner, Ben Strouse, president and minority owner) by the Washington Post Co. for more than $400,000. The Post will continue to operate WMBR-TV, under new, as yet undetermined call letters. Sale was handled by Howard E. Stark, New York. WMBR is on 1460 kc with 5 kw and is affiliated with CBS.

JOHN HAYES *(r), president of Washington Post Broadcast Div. (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.), signs contract to sell WMBR-AM to group headed by Ben Strouse (l).*

KHAD-TV LAREDO, TEX. • Leased to Southwestern Publishing Co. by Vidicon Industries of America for five years at $190,000. Southwestern is owned by Donald W. Reynolds who owns or controls KBRS Springdale, KFSA-AM-TV Fort Smith, both Arkansas, KHBG Okmulgee, Okla., and KLRJ-TV Henderson, KOLO-AM-TV Reno and KORK Las Vegas, all Nevada, as well as numerous newspapers. KHAD-TV is on ch. 8, affiliated with ABC, CBS and NBC.

KCNO ALTURAS, CALIF., KFLW KLAMATH FALLS, ORE. • Sold to Stuart Wilson, director of public affairs and special events for KBIG Avalon, Calif., by Southern Oregon Publishing Co. for $97,500, with adjustments to be made for accounts receivable. The broker was Wilton Gunzendorfer & Assoc., Los Angeles. KCNO is on 570 kc with 1 kw, day, and is affiliated with ABC. KFLW is on 1450 kc with 250 w, and is affiliated with ABC and CBS.

WDMF BUFORD, GA. • Sold by David E. and Madeline O. Fleagle to Lanier Broadcasting Corp., headed by Robert L. Schuessler, for $67,858. Broker: Hamilton, Stubblefield, Twining Assoc. Mr. Fleagle is to remain as manager. WDMF is on 1460 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 93.*

WLAK LAKELAND, FLA. • Sold to Florida Central Broadcasting Corp. (Frank W. Nesbitt, president) by S. O. Ward family for $300,000. Mr. Nesbitt is CBS director of network sales development. WLAK is on 1430 kc with 5 kw, day, 1 kw, night, and is an NBC affiliate.

WFTL FT. LAUDERDALE, FLA. • Sold to WFTL Broadcasting Co., headed by Joseph C. Amaturo (20% owner of WESO Southbridge, Mass.) by *Ft. Lauderdale Daily* and *Sunday News* for $100,000. Real estate and broadcast equipment to be sold for $200,000 to assignee's firm which will lease same to assignee for 15 years at annual rental of $18,400. Mr. Amaturo formerly managed WESO and he will manage WFTL. WFTL is on 1400 kc with 250 w.

KTXN AUSTIN, TEX. • Sold to Jage Inc. (Giles E. Miller, president) by Robert Pool and Robert Pinkerton for $200,000. KTXN is on 1370 kc with 1 kw, day.

WFOX MILWAUKEE, WIS. • Sold to Wisconsin Broadcasters Inc. by Business Management Inc. for $157,500. Howard Miller, WIND and WBBM, both Chicago, disc jockey is Wisconsin president. WFOX is on 860 kc with 250 w, day.

WLBS BIRMINGHAM, ALA. • Sold to American Electronix Inc. (E. C. Atherson, president) for $50,000 plus assumption of $82,671 liabilities, by Faye N. Puett. WLBS is on 900 kc with 1 kw, day.

Station Absorption Fought by Hernreich

Just who would wind up as the purchaser of KNAC-TV Fort Smith, Ark., that area's only vhf station (ch. 5), was in some doubt last week as it became known that George T. Hernreich, owner of KPFW there and former half owner of KNAC-TV, intends to exercise his option to buy the station in association with a local group.

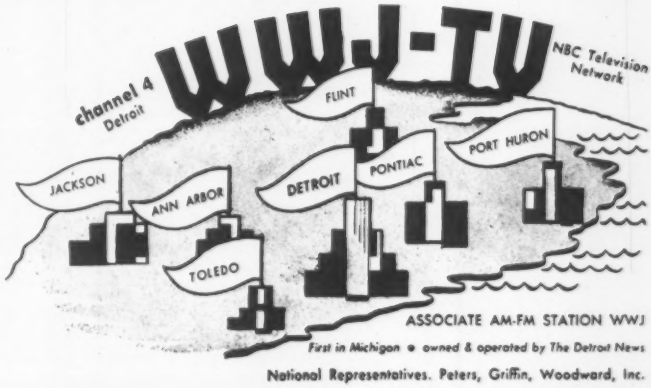
Mr. Hernreich said last Thursday (July 10) he is attempting to get together a local group of five to ten people to match the offer made by Donald W. Reynolds [CLOSED CIRCUIT, July 7], owner of KFSA-AM-FM and KFSA-TV (ch. 22) in Fort Smith and other radio-tv and newspaper properties.

Mr. Reynolds last month contracted with Harry Pollock, who controls KNAC-TV, to buy the vhf facility for $350,000 plus assumption of $215,000 in outstanding notes and $150,000-$160,000 in other liabilities, and would surrender his license for ch. 22 if the sale is approved. Mr. Hernreich, who upon selling his 50% of KNAC-TV last year to Mr. Pollock and Harry Newton Co. obtained an option to buy KNAC-TV within 30 days if it were ever offered for sale, said last week he hopes to get a local purchasing group together by the time the option expires July 25.

Meanwhile, there were rumors that "eight or ten" local groups are unhappy at the prospect that the city will lose one (ch. 22)

THE IMAGE OF
BELIEVABILITY

Believable as the Liberty Bell. That is WWJ-TV in Detroit. Eleven years of superior television service to Southeastern Michigan—strict adherence to the public interest—have given WWJ-TV such dominant stature that every advertiser enjoys a priceless advantage, every product a cordial acceptance that quickly leads to sales.

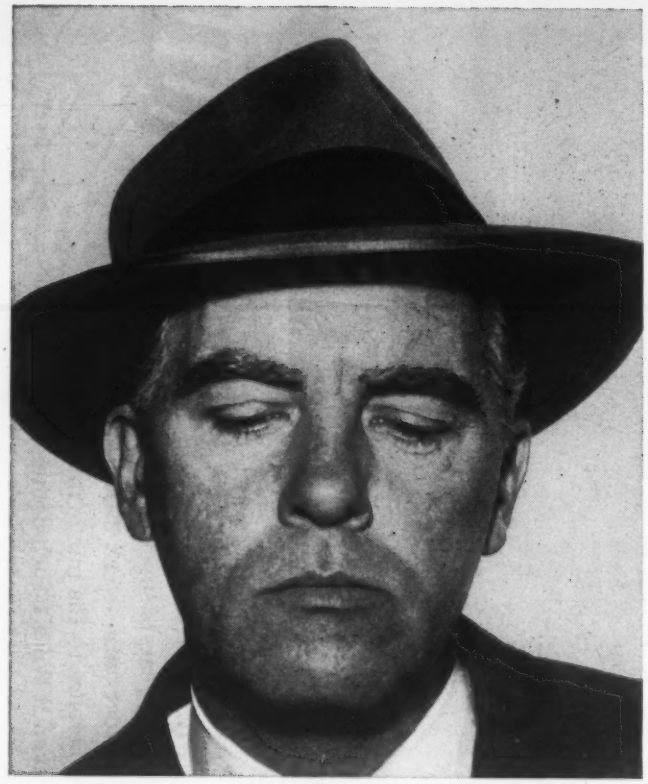


National Representatives. Peters, Griffin, Woodward, Inc.

FROM THE FILES OF THE

POLICE DEPARTMENT

CITY OF SAN FRANCISCO



Lt. Guthrie (Warner Anderson) and Inspector Greb (Tom Tully) of "San Francisco Beat" (alias "The Line-Up")

REWARDING

DESCRIPTION Dramatic, fast-moving, authentic..."San Francisco Beat" is syndication's most-wanted police-in-action show. Distinguishing features include Desilu's expert on-location production and the continuous sales ammo provided by an arsenal of 113 available half-hours, with more in the works!

RECORD "San Francisco Beat" is hot in Philadelphia (top evening syndicated show in the market); tops all competing programs in such areas as Cleveland, Youngstown, Ft. Wayne, Chattanooga, San Francisco and Scranton-Wilkes Barre. On the CBS Television Network, under another name ("The Line-Up"), the program has been a steady audience-winner since the first broadcast. *It's consistently the number one show in its time period, outranking all competition.*

CAUTION When last seen "San Francisco Beat" was hauling in local loot for such advertisers as Piel Bros., Seven-Up, Procter & Gamble, National Biscuit, Bristol-Myers, Socony Mobil, Household Finance, General Electric and others. Extreme care should be taken to capture this series for *your* market. Contact...

CBS TELEVISION FILM SALES, INC.
"...the best film programs for all stations"
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, ST. LOUIS, SAN FRANCISCO, DALLAS, ATLANTA. IN CANADA: S.W. CALDWELL, LTD.

Sources: Nielsen, Pulse & ARB

of its two stations if the sale to Mr. Reynolds goes through, and that there is talk about a petition to the FCC asking disapproval of the sale. Mr. Hernreich said he is not a member of any of the groups, but that the local chapter of the American Federation of Tv and Radio Artists has told him it opposes the sale.

Mr. Hernreich hinted last week that the matter could end up in court. He said the sales agreement with Mr. Reynolds is ambiguous in some respects, that it offers Mr. Reynolds two methods of payment: (1) flat cash and (2) down payment of $50,000 and payment of the rest over a period of ten years. Mr. Hernreich said when he gets his group together he will be ready to buy the station, using the second method. But, he said, the contract calls for 8½% annual interest on the balance, or $40,000, which he feels is excessive. Mr. Hernreich says the option is in effect until July 25.

Mr. Hernreich would not name anyone he has under consideration to join him in the purchase.

FCC records show that Mr. Hernreich also has signified his intention to apply for ch. 8 at Jonesboro, Ark. On June 30 he filed opposition to a petition May 2 by KXJK Forrest City, Ark., in which KXJK asked that ch. 8 be reallocated from Jonesboro to Forrest City. In his opposition, Mr. Hernreich said he intended to file for ch. 8 at Jonesboro in two weeks.

Central-South Sales Co. (John T. Griffin interests) formerly held a construction permit for ch. 8 at Jonesboro (KBTM-TV), but the station was never built and the call letters were deleted.

WCBS-TV Forms Own Sales Staff To Aid CBS Spot For N. Y. Sales

WCBS-TV New York, generally credited with the biggest billing of any tv station in the country, will set up its own sales staff in New York effective October 1. As a result, CBS Television Spot Sales, which has represented the CBS-owned station in New York, will no longer concentrate on this market on behalf of the station but will continue to represent it through offices in Chicago, Detroit, San Francisco, Los Angeles and Atlanta.

The new sales alignment was announced Thursday (July 10) by Craig Lawrence, vice president in charge of CBS-owned tv stations and CBS Television Spot Sales. Mr. Lawrence noted that advertising dollar volume in the New York area "is so large and the competition for it from all media is so intensive that we believe this is the time to form a sales staff whose time can be devoted exclusively to selling WCBS-TV."

In the changeover, CBS Television Spot Sales will retain the size of its staff in New York. As pointed out by Mr. Lawrence, the result will be to increase the combined sales effort in New York by 75%, or 20 salesmen representing the station instead of 12. WCBS-TV will hire eight salesmen for full-time activity in New York for WCBS business alone while permitting the spot sales complement of 12 salesmen to concentrate more heavily on business on behalf of all 13 stations represented by CTSS.

Sam Cooke Digges, WCBS-TV general manager, said the formation of the sales staff and supporting service personnel will begin immediately. WCBS-TV has its own sales manager but has used the staff and facilities of the spot sales organization.

DATELINES

Newsworthy News Coverage by Radio and Tv

HENLEY-ON-THAMES — The 1958 Royal Henley Regatta in England was covered for KOMO-AM-TV Seattle by sports director Keith Jackson and news cameraman Howard Ramaley. Arrangements were made—via NBC, New York, and BBC, London—for Mr. Jackson to call the U. of Washington Husky boat race team's July 3rd, 4th and 5th races from the official platform.

Sound-on-film reports on pre-race activities and heats were aired by the Seattle tv station as they arrived. The live commentaries for KOMO went from Henley to London via BBC facilities; by AT&T cable or shortwave (whichever was available) to New York and transcontinental landline to Seattle. Mr. Jackson was retained by BBC to be one of the commentators for the Grand Challenge Cup race carried over the British network, with feeds to KOMO and three other Washington stations.

KOMO's boat race broadcasts were sponsored by National Bank of Commerce and KOMO-TV's coverage by General Insurance Co. of America, both through Cole & Weber Inc., Seattle. The stations have requested permission from the Russian government to broadcast the July 20 exhibition race between the Huskies and a Russian crew on the Moscow River.

SOUTHWEST IOWA—Emergency flood operations were set up by KMA Shenandoah after 12 inches of rain threatened to swamp communities in the area. Regular programming was canceled so that the station could give round-the-clock reports as downpours continued to swell streams in the Nishnabotna Valley. KMA's plane flew over six counties affected by the rising water in which 19 people were reported dead or missing. Other newsmen from the station took to boats to report on-the-spot rescue work. The local National Guard and amateur mobile radio units used KMA's newsroom as a communications center to report on road conditions.

SAN DIEGO—A youth who set two fires near here was arrested after being spotted in crowd scenes shown over KFMB-TV San Diego, Calif. Enlarged prints of the crowd shots, taken by KFMB-TV cameramen as part of its coverage of the conflagrations, were made by local police. A 15-year-old arson suspect was noticed in one of the enlargements. He admitted starting the fires after being confronted with the picture.

MIAMI—Dade County Stockade near here is undergoing a reform following an expose by WCKT (TV) Miami, Fla. Evidence of "almost sub-human" conditions uncovered by the station's newsmen and shown on WCKT in exclusive film, came to the attention of State's Attorney Richard Gerstein. He made the statement in a July 1 interview that, "The information given my office by tv station WCKT has led me to make certain recommendations regarding the county stockade . . . I wish to take this opportunity to thank WCKT for its help in bringing this matter to my attention."

WASHINGTON—Nearly 100 service stations in the District of Columbia area have been recruited by WWDC here to act as stringers for its traffic reports. Each of the service stations, located on major intersections and highways, is officially designated as a WWDC traffic checkpoint with a certificate from the station. When accidents, tie-ups or other events occur, WWDC is alerted; then, after airing the news, it follows up with an on-the-spot report. The station checks daily with Maryland, Virginia and D.C. police and the service stations to keep motorists informed of traffic conditions.

McLendon Names Blair for WAKY

John Blair & Co. has been appointed national representative for WAKY Louisville effective immediately, Gordon McLendon, president of McLendon Corp., announced last week. The McLendon purchase of the station (formerly WGRC) has received FCC approval [AT DEADLINE, July 7]. All five McLendon radio outlets now are represented nationally by Blair. The others are KLIF Dallas, KILT Houston, KTSA San Antonio and KEEL Shreveport. Blair also represents McLendon's Texas Triangle group.

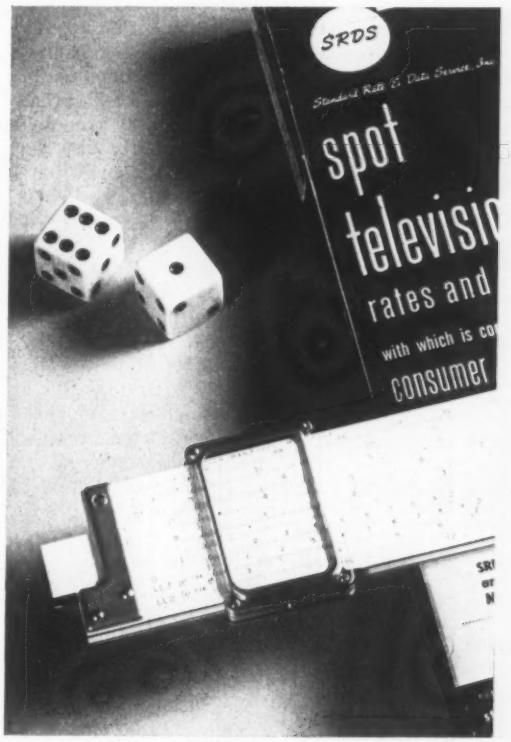
Phila. Papers Back to Normal After Strike Settlement July 9

The Philadelphia *Inquirer* and *Bulletin* returned to normal publication schedules last Wednesday (July 9) after a 38-day strike that halted distribution of special strike editions. The *Inquirer* (WFIL-AM-TV) and *Bulletin* (WCAU-AM-TV) were unable to deliver newspapers normally during a strike of members of the American Newspaper Guild employed at the *Inquirer*. The *Bulletin's* editorial workers are not unionized and did not strike.

Philadelphia radio and tv stations opened all available time to local advertisers and provided special news service to fill the void created by inability of the two newspapers to sell their special strike editions except at their printing plants [STATIONS, June 9].

The guild settlement won wage increases of $3 to $5 a week plus additional payments to the pension fund and a job security clause. Newspaper drivers settled their dispute June 29 but did not return to work pending a guild settlement.

EENIE MEENIE MINIE MOE



We'd be the last ones to quarrel with timebuying techniques . . . for whether a station is selected by slide rule or rule of thumb . . . whether the facts come out of an electronic computer, S.R.D.S., or someone's hip pocket . . . they add up to the same thing. In Shreveport, KSLA-TV is the station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the No. 1 Network
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries TWICE as much national spot.

No wonder the method that suits the time buyers best, suits us just fine, too. We come up with many "naturals."

KSLA TV

basic CBS *channel* **12** *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

See our service advertisement in Standard Rate & Data Service

FIRST STEP TOWARD SPECTRUM STUDY

Senate committee reports out Potter bill for special commission

A first, positive step was taken last week toward cracking the "iron curtain" shrouding the military's use of its assigned frequency space.

The Senate Commerce Committee Wednesday (July 9), with 10 of its 15 members present, unanimously reported out SJ Res 106 establishing a special commission to conduct a "thorough and comprehensive study and investigation" of frequencies allocated to the federal government.

Following the committee's action, Sen Charles Potter (R-Mich.) author of the resolution, was highly optimistic on the measure's chances for approval by the full Senate during the current session. And, the Senate committee's approval gave added impetus to an identical resolution (HJ Res 381) introduced in the House by Rep. William Bray (R-Ind.).

Last Friday (July 13), Rep. Bray wrote a letter to all members of the House Commerce Committee urging immediate consideration of his measure.

A forewarning of the Senate committee's action was given two weeks ago when its chairman, Sen. Warren Magnuson (D-Wash.) served notice on the FCC and the military to see if they could not work out a swap of frequencies [GOVERNMENT, July 7]. At that time, Sen. Magnuson also announced the Commerce Committee would take up the Potter resolution last week.

Sen. Potter and Rep. Bray introduced their resolutions over a year ago [GOVERNMENT, June 24, 1957]. Neither has received a public airing in the form of hearings, although the Potter proposal was discussed during the allocations hearings two weeks ago. It came up while Sen. Magnuson was querying the Commission on the Craven plan to swap chs. 2-7 with the military for a contiguous band of 25 tv channels. Sen. Magnuson, who was in Montana conducting hearings on freight rates, was not present at last week's meeting.

Need to Force Review

Sen. John Pastore (D-R.I.) acting as chairman in Sen. Magnuson's absence, felt such a special commission is the only way the military will ever be forced to review the allocations structure.

One major change was made in the resolution as approved by the committee. It originally called for a three-man commission to be appointed by the President. This has been expanded to a five-member body; two to be named by the President, one by the vice president (as president of the Senate), one by the speaker of the House and the fifth member would be appointed by the FCC. Essentially, the commission's duties would be:

". . . To conduct a thorough and comprehensive study and investigation of the radio and television frequencies allocated to the various agencies and instrumentalities of the federal government with a view to determining (1) whether such frequencies are being effectively utilized to the maximum degree possible, (2) whether any (and if so, how much) of such frequencies may, without jeopardizing the public interest, be relinquished to the FCC for allocation to non-governmental purposes and (3) what are the likely future requirements of the various agencies and instrumentalities of the federal government for radio and television frequencies."

The third point has been one of concern to broadcasters for the past 18 months, with chs. 2-6 considered to be in imminent danger of a military grab. While denying publicly any intention of plans to secure additional space, the old Office of Defense Mobilization (since July 1 the Office of Civil & Defense Mobilization) has given every indication the exact opposite actually is true [LEAD STORY, Aug. 12, 1957, April 1, 1957].

OCDM is charged with making recommendations for military space to the President, who has the final say-so. Last summer, it expressed opposition to the Bray and Potter resolutions on several grounds, including a charge such a commission would be "unfortunate and necessary." ODM also recommended that if either resolution becomes law, it be expanded to include a study of civilian use of the spectrum.

Sen. Potter and Rep. Bray stated that a civilian study is included in their proposals. They have complained vehemently, as have other proponents of the commission, of secrecy surrounding military allocations and maintain much of the space is not being used.

A spokesman for OCDM said last week it would be up to the agency's new director, Leo A. Hoeg, to announce any new policy on the resolutions. However, he said, no change in last summer's ODM stand by the then director, Gordon Gray, is expected.

Also announcing opposition to the proposed commission were the Depts. of Agriculture, State, Treasury and Defense and the Budget Bureau. In a December 1957 letter to Sen. Magnuson, the FCC said it would take no position on the Potter resolution.

However, in the Senate Commerce Committee hearings a fortnight ago, FCC Chairman John C. Doerfer and other commissioners said they personally favored a study such as the one Sen. Potter's resolution would establish. NAB, several other broadcasting groups and the American Civil Liberties Union have urged approval of the resolution.

Sen. Potter said Thursday a special commission "is the only means of really knowing whether this vital national resource, the radio-tv spectrum, is being used efficiently. It will break the cloud of secrecy the military has placed over their use of this precious property." He saw very little trouble getting the resolution approved by the Senate and expressed hope the Wednesday committee action would prompt the House to consider the Bray proposal. Other members of the committee also expressed confidence the special commission would receive Senate approval.

At Least One Military Voice

The Michigan Republican said he expected the President would appoint at least one military man to the special commission.

One other change in the resolution probably will be made before the official report goes to the Senate some time this week, a committee spokesman stated. This would delete a stipulation that the commission report to Congress and the President within six months, which it was felt would not give the body sufficient time to do a thorough job.

In his letter to members of the House Commerce Committee, Rep. Bray, in urging consideration of his resolution, called attention to the Magnuson committee action. "Owing to the lateness in the session, I would like to request that the House committee give this subject consideration so as not to preclude the possibility of action before adjournment," he said. Rep. Bray continued:

"For reasons which go beyond channel allocations, tv service in many areas is restricted to one or two stations. It can be inimical to public interest to have so important a means of communication limited to one or two suppliers. Whatever solutions might appear to that problem, it will only be complicated by any further restriction of vhf frequencies, which the military has hinted may become necessary. This is but one of the many significant public interests which might be served by a study of the type proposed. Your consideration of this legislation will be appreciated."

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, said

FAUBUS DODGES DILLON

Television can compete with politics, particularly if the program is *Gunsmoke*, Arkansas Gov. Orval Faubus told a Little Rock Kiwanis Club the past fortnight. He disclosed he had instructed his advisors that in booking time for his campaign, "any time is all right as long as it doesn't conflict with *Gunsmoke*." He told the club, "I not only don't want to compete with it, I don't want to miss it." Gov. Faubus added that when his opponent, Chris Finkbeiner, opened his campaign on KTHV (TV) Little Rock at 9 p.m., June 21, he was watching *Gunsmoke* but "switched over to Chris during the commercials."

morning...noon...and night...

all I buy is WINS

Radio WINS audience has grown phenomenally since 1954—a trend unmatched by any other New York City radio station. Also, WINS' rate of growth is steadily rising. The three charts below show the compelling comparisons of the New York 17-County Area Pulse share-of-audience ratings for June, 1954 through 1958. WINS has increased its afternoon and nighttime audiences so that it is now an undisputed No. 1 in both time periods. WINS ability to deliver results is further attested to by its growing number of key national advertisers. In the last four years Radio WINS has become, from any standpoint . . .

"NEW YORK'S LEADING STATION" • RADIO CIRCLE • NEW YORK • JUDSON 2-7000

Repr. by the Katz Agency

Thursday he was unfamiliar with the resolution and did not know if the committee would be able to consider it this session. "I've got a lot of other things before the committee that we have to get too," he said. Actually, a large percentage of the chairman's time in recent weeks has been taken up by investigations of his Legislative Oversight Subcommittee (see page 64).

Rep. John Bell Williams (D-Miss.), a member of both the Commerce Committee and its investigative subcommittee, also said he is not familiar with the Bray resolution but thought it should receive committee consideration. If the military is holding unused frequency space as charged, then that space should be made available to commercial users, he stated.

Dual Flint Grants To WJR Affirmed

In two separate 3-1 vote decisions last week, the FCC affirmed and made effective immediately its May 1954 grant of ch. 12 at Flint, Mich., to WJR Detroit and its April 1955 grant to WJR to modify its construction permit to move its transmitter, make antenna changes and change its studio location in Flint. Comr. Robert E. Lee dissented in the two actions. Comrs. T. A. M. Craven, Frederick W. Ford and John S. Cross did not participate.

In making the grant of the new station, WJRT (TV), the FCC denied competing applications by WFDF Flint and W. S. Butterfield Theatres Inc. A supplemental initial decision issued in September 1957 looked toward this same action and a supplemental initial decision in April 1956 favored WJRT's proposed changes.

The original grant and the grant of changes had been contested by WFDF and Butterfield and upon their appeals of the latter grant, the U. S. Appeals Court for the District of Columbia remanded the case to the FCC, saying that the comparative hearing was still "open." Last week's decision affirming the changes terminated a stay of the grant's effective date, issued in June 1955, and dismissed protests by WKNX-TV Saginaw, WTOM-TV Lansing and WWTV (TV) Cadillac, all Michigan. The FCC action denied a petition by WWTV to reopen the record.

Oral argument was heard for the second time last January [GOVERNMENT, Jan. 27]. WFDF and Butterfield Theatres had contested the changes, claiming that WJR was changing its application contrary to FCC regulations which prohibit an applicant from amending his application after a hearing has begun. The FCC denied these claims, WFDF and Butterfield appealed and the court remanded the case.

WJRT maintained that it had not concealed information on its plans and that the change was made after it received the grant and the comparative case was closed.

WJRT's application for modification of construction permit asked for a move of its transmitter from a point southeast of Flint (Clarkston) to a point northwest of Flint. It also involved a change in network affiliation and other revisions of its original application.

FORECAST: SATELLITE REPEATERS

- **Science group told it would simplify world communication**
- **Near-hemispheric range cited by Ramo-Wooldridge executive**

Satellites equipped with signal repeaters, circling the earth at altitudes of approximately 22,000 miles, provide the simplest approach to world-wide communciations by tv or radio as well as to air-to-ground or air-to-air communications.

That concept was advanced by Burton F. Miller, vice president and director of advanced systems planning of Ramo-Wooldridge Corp. in a paper delivered Thursday at a meeting of the Institute of Aeronautical Sciences in Los Angeles. Dr. R. W. Parkinson of the Ramo-Wooldridge technical staff read the paper.

"Equipped with solar-powered wideband repeaters, each such satellite could provide line-of-sight radio-relaying facilities for thousands of radio channels. The state of technology at any given time alone would dictate limitations of frequencies employed. Worldwide communications would become as feasible at microwave frequencies as at lower values. Transmission of signals over ranges of 8-10,000 miles would probably be little more difficult than present transmission of such signals over ranges of less than 75 miles," Dr. Miller stated.

"Aircraft and ground stations employing antenna structures of modest directivity could utilize the satellite to communicate reliably and with equal facility over short and long distances. Frequency change would no longer be necessary to accommodate the range over which transmission was desired, and frequency assignments could be based exclusively on the class of service involved. The inclusion aboard the satellites of inter-satellite relay links coupled with selected calling could provide a basis for reliable world wide communications."

"A satellite orbiting at this altitude [22,000 miles] in the equatorial plane in the direction of the earth's rotation would appear stationary above a fixed point at the equator," Dr. Miller noted. "Its line of sight range would encompass almost a full hemisphere of the earth's surface. Three or more such satellites properly spaced around the earth could view continuously all portions of the earth's surface except for small regions in the vicinities of the poles."

Ionospheric Complications

Explaining the need for such a signal repeater, Dr. Miller pointed out that "line-of-sight radio communications can provide readily the degree of reliability sought in most communication systems. But, he stated, "As the distance between transmitter and receiver is increased, use is made of the ionosphere as an altitude reflector to provide a comparatively unobstructed transmission path between the radio-circuit terminals. Unfortunately, the ionosphere exhibits neither the altitude nor the electrical properties desired for an ideal reflecting medium.

"The ionosphere is, to a first approximation, a highly tenuous, gaseous medium maintained in a state of ionization by solar radiation. Its electrical properties vary widely in space and time and are suited generally to the regular reflection of signals flying within and below the high frequency portion of the spectrum only. In consequence of this situation, it is impossible to employ for long distance communications more than a few tenths of one per cent of the spectrum for which signal generating and receiving equipment has been developed.

"A more ideal reflecting medium would be situated at an altitude in excess of 3,500 miles to provide the maximum range desired with but a single signal reflection. Its electrical properties would resemble closely those of an extended metallic surface, thereby permitting long distance transmission with microwave signals as well as with lower frequencies sources. The electrical characteristics of the reflector would be invarient with time, thus obviating the need for frequency change to match changing reflector characteristics. Its effective area and configuration would be such as to permit long range communication with reasonable values of transmitter power output."

The Far Future Outlook

Progress in missile developments indicates that some day "it may well become feasible to establish space structures which could provide the signal-reflecting properties desired," Dr. Miller said. He hastily added that information currently available makes the probability of such achievement in the foreseeable future "remarkably small." But there are alternatives. "Suitable orbiting satellites of modest size could well carry the equipment necessary to provide an active-system counterpart to the passive reflectors. All present indications suggest strongly that such a capability could be provided within a relatively short period of time."

Dr. Miller said that "because of its altitude, the useful lifetime of a particular satellite would probably be determined principally by that of the equipment it carried and to a lesser degree by the hazards of collisions with meteorites. Increasing demands for communication channels would be met, of course, by increasing the number of satellites in service or the number of channels accommodated by each.

"Undoubtedly, sober engineering considerations will dictate a cautious and carefully planned approach to the provision of any form of satellite relay system. An initial capability might well be limited to the provision of a comparatively small number of relay channels for critically important services. Of necessity, great stress would be placed on obtaining extreme reliability in the satellite-borne equipment. With increasing experience and understanding of problems involved, more ambitious under-

Nothing else quite like it in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) it has more listeners than any other radio station not only in New Jersey, but in New York as well.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market. We can prove it with Nielsen and Pulse. Get the facts and figures today.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J.— covering New York and New Jersey

takings could be planned and executed with the establishment of numbers of suitably spaced 24-hour-orbit vehicles, each equipped to relay signals lying within bands hundreds or thousands of megacycles in width."

The problems of putting a satellite into a precise 24-hour orbit at a stabilized altitude and of designing repeaters, power supplies and antenna structures have yet to be solved, Dr. Miller admitted. "It is recognized," he stated, "that a substantial gap exists between the discussion of the utility of satellite repeaters and the actual creation of such equipment and its placement in orbit. A principal objective here has been that of stressing the point that no other solution to the problem of achieving reliable long distance communication appears imminent and that this solution could yield a quality of performance matched only by that of present line-of-sight systems."

Oversight Loses Second Sleuth As Shacklette (and Mike) Exits

The House Legislative Oversight Subcommittee, which lost its first chief counsel (Bernard Schwartz) early in the game, now is without a chief investigator. Baron I. Shacklette, who held that position, "resigned" last week after being caught using a hidden microphone to overhear conversations of aides to Boston industrialist Bernard Goldfine.

Mr. Shacklette, with subcommittee investigater Oliver Eastland, conducted the investigation of the FCC's ch. 10 Miami grant to National Airlines. The sensational hearings which followed led to (1) the resignation of FCC Comr. Richard A. Mack, (2) grand jury and FBI investigations of the same case, (3) court remand of the decision of the Commission with renewed hearings under a special judge to begin in September and (4) revelations of wholesale instances of *ex parte* contacts with commissioners by tv applicants.

Mr. Shacklette also did most of the investigative work for planned subcommittee hearings on FCC grants of ch. 4 Pittsburgh and ch. 13 Indianapolis. Neither case, as yet, has been set for hearing.

Mr. Goldfine and several of his firms are under investigation by the subcommittee on matters as yet unconnected with broadcasting. There has been no indication when the committee will get back to FCC matters.

Javits, Keating Introduce Bills For Code of Conduct for Members

As has been the case for the past several weeks, code of ethics and conflict of interest bills continued to flood Congress last week. Sen. Jacob Javits and Rep. Kenneth Keating, both New York Republicans, introduced identical measures giving the Senate Rules Committee and House Administration Committee authority to enforce ethical standards among members of Congress.

The two measures, S Res 322 and H Res 627, cover instances of alleged influence by officials of the Executive Branch as well as members of Congress. Two weeks ago, the two New York legislators introduced identical measures calling for the establishment of a special commission on conflicts of interest and ethics and also bills spelling out a congressional code of ethics [GOVERNMENT, July 7].

"If a federal code of ethics such as the one we have already proposed is to be truly effective . . . then Congress must backstop it with adequate enforcement procedures," they said in introducing the latest measures. Sen. Javits also introduced a resolution (S Res 323) which would allow a senator to excuse himself from voting on any measure in which he has a direct personal or financial interest. Standing rules of the House already contain such a provision.

Also last week, Rep. John F. Baldwin (R-Calif.) introduced HR 13295 and Rep. James Patterson (R-Conn.), HR 13323, both designed to promote ethical standards of conduct among members of Congress and federal officials. Rep. Edwin H. May Jr. (R-Conn.) introduced H Con Res 348 authorizing the Attorney General to appoint an advisory committee "to consider and make its recommendations for appropriate measures to insure integrity, impartiality and public confidence in the exercise of adjudicatory and rulemaking functions by administrative agencies of the government."

THAT GOLDFINE LINE

Is it more blessed to give than to receive? Seven NBC newsmen will take up that question Wednesday evening (July 16) at 10:05 p.m. when NBC Radio airs "the art of giving," described as "a discussion of the philosophy of gifts." The news angle is the Adams-Goldfine case now being "tried" in Washington by congressional investigators. Participating will be Chet Huntley, Arthur Barriault, Dave Brinkley, Frank Bourgholtzer, Peter Hacket, Richard Harkness and Robert McCormick.

FCC Examiner Not Satisfied With Ex-Applicant's Accounting

FCC's proposal to get tough about "payoffs" by surviving applicants to those who withdraw from competitive tv cases [AT DEADLINE, June 30] apparently is getting results sooner than anticipated.

A conference held last Monday (July 7) on an application by WTVJ Inc. (Wolfson-Meyer interests) to withdraw from competition with St. Anthony Television Inc. for ch. 11 in Houma, La., broke down when WTVJ Inc. wasn't able to explain, to the satisfaction of Hearing Examiner James D. Cunningham, whether $12,979 actually had been spent by WTVJ in pursuing its application [GOVERNMENT, June 30].

The $12,979 was the amount paid WTVJ by St. Anthony as "partial reimbursement" for the former's out-of-pocket expenses and included $2,750 for options on two antenna sites. Examiner Cunningham asked for an affidavit by an official of WTVJ Inc. explaining just how the expenditures were handled on company books.

Upon WTVJ Inc.'s withdrawal, St. Anthony would be the only remaining applicant for ch. 11, but an issue on St. Anthony's financial qualifications remains unsettled. St. Anthony's petition for dismissal of this issue is pending.

FCC Reverses Irion, Awards Vhf to WKBW

Reversing the thrice-recommended action of a hearing examiner, the FCC last week instructed its staff to write a decision granting ch. 7 Buffalo, N. Y., to WKBW-TV Inc. (WKBW Buffalo) and to deny competing applications of Great Lakes Tv Inc. and Greater Erie Broadcasting Co. (WWOL Buffalo).

Latest oral argument in the case, which has been pending before the Commission since March 1954, was held two weeks ago [GOVERNMENT, July 7]. The decision was given top priority in keeping with FCC Chairman John C. Doerfer's promise to the Senate Commerce Committee that every effort would be made to get a third vhf on the air in Buffalo before NBC closes its ch. 17 WBUF (TV) Sept. 30 [LEAD STORY, June 16].

WKBW is 51% owned by Clinton H. Churchill (president), attorney Edward Kavinoky, 24%, Buffalo Waste Paper Co., 15%, and others. In each of his three initial decisions, Examiner H. Gifford Irion had favored Great Lakes. Following the first decision in January 1956, the record was reopened to take testimony on the financial qualifications of WKBW-TV.

A September 1957 supplemental decision again recommended a grant to Great Lakes and in November of last year the Commission ordered still further hearings on proposed coverage of the three applicants. Mr. Irion's third decision, released last May, stated ". . . insofar as the basic qualifications of WKBW-TV are concerned, the earlier decision has simply been confirmed."

Great Lakes is owned by the *Buffalo Courier-Express*, 33⅓%; Copper City Broadcasting Corp. (WKTV Utica and WKAL Rome, both New York), 33⅓%; WPIT Pittsburgh, 16⅔%, and Cataract Theatre Corp., 16⅔%. Greater Erie is owned 100% by Leon Wyszatycki.

Honolulu Sale Near Consummation

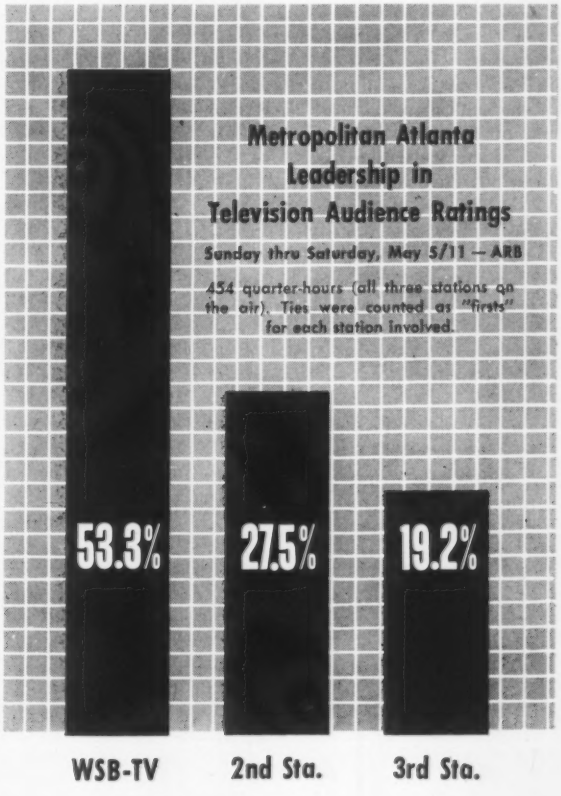
Consummation of the sale of KULA-TV Honolulu (ch. 4) by Television Corp of America to Kaiser Hawaiian Village Inc. for $685,000—approved by the FCC last month [CHANGING HANDS, June 16]—is scheduled to take place tomorrow (July 15) barring "unforeseen eventualities," namely any protests to the sale, required to have been filed last Friday (July 11). At the same time, Kaiser is scheduled to dispose of its ownership of KHVH-TV Honolulu (ch. 13) by surrendering its permit. The KULA-TV call letters are to be changed to KHVH-TV when the ch. 13 station is deleted.

Here's how WSB-TV dominates the Atlanta market

An advertiser's choice of television stations in Atlanta can make a sizable difference in his sales results. Chart below shows one of the reasons why.

Of the three television outlets in Atlanta, WSB-TV is viewed by the most people 53.3% of the time. This preference factor is greater than that of the other two stations combined.

This massive preference for one station in Atlanta is built on WSB-TV's record of superior local programming, top news service and staff work of high professional quality. Certainly your advertising belongs on WSB-TV.



WSB-TV is affiliated with The Atlanta Journal and The Atlanta Constitution. NBC affiliate. Represented by Edward Petry & Company

BROADCASTERS TELL CATV FEARS

- **Need for and extent of regulation argued in comments to FCC**
- **NCTA concedes tv outlets should have property right to signal**

Television broadcasters were almost unanimously agreed on some aspects but were far apart on others in their comments last week on the FCC's inquiry into the impact of community antenna and other "irregular" tv systems on regular tv broadcast stations.

Some 30 statements representing about 40 tv stations had been filed by deadline Monday (July 7), plus comments by NAB, NBC, AB-PT, Assn. of Maximum Service Telecasters and Dage Electronics, manufacturer of low-cost, small-city tv stations. Other comments were filed earlier [GOVERNMENT, July 7, June 30].

Also filed last week were comments by National Community Television Assn. and about 20 microwave firms serving CATV systems. Broadcasters, those who covered the subject, were unanimously agreed that a "property right" to its signal should attach to a tv station. But their views on how this right could be protected were varying.

NAB felt the FCC has authority to require community tv operators to get permission from the originating station to pick up and carry the station's programs. NAB said the intent of Congress on this point is spelled out in the legislative history of the Communications Act, namely, Senate floor discussion on Sec. 28 of the Radio Act of 1927 which ultimately was re-enacted as Sec. 325 (a) of the Communications Act.

NAB said the FCC should authorize translators and satellites only in areas where there is no locally-originated tv broadcast service and that boosters should be authorized to fill in white areas in a station's normally anticipated coverage. Permission from the originating station should be required before the grant NAB said.

The association said a microwave operator transmitting tv programs to a CATV system is considered a common carrier and that grants should be based on the public interest.

NAB described microwave pick-ups for CATV as a "legitimatized, licensed system of unfair competition."

NAB said CATV systems operating without a microwave facility are common carriers because they intercept a tv signal that is interstate in character and that FCC could require such systems, as common carriers, to get permission from the originating tv station.

NAB said that if FCC does not believe it has jurisdiction over these systems it should ask Congress for an amendment to the Communications Act to grant jurisdiction.

NBC also maintained CATV operators should be required to get consent from originating stations. FCC has full control over this and should require proof of consent under Sec. 325 (a), NBC said. The network said that while CATV programming may enlarge the choice and amount of tv service available, it also might affect adversely the ability of a local station to continue, thus jeopardizing tv in those areas which CATV does not serve.

AB-PT (ABC) said multiple service is desirable if it doesn't deprive the community of local tv service. AB-PT said it opposes indiscriminate use of satellites, translators, boosters and CATV, but that such services would promote the public interest in "scores" of communities in sparse areas. The FCC should not have hard and fast rules for adding these types of service where there already is a local tv service. The rules should be subject to exception on a specific showing that the overall public interest would be served by a waiver.

AB-PT felt CATV is useful in "true" white areas, but felt the originating station must first give its consent. AB-PT asked broadening of the FCC rules to include "re-use" in addition to the present "rebroadcast" terminology used in Sec. 325 (a). AB-PT also feels networks and other program sources retain a right in their programs.

AMST said existing FCC technical standards should be maintained to maintain technical quality of a tv station's service, calling for maintenance of fixed mileage between satellites and translators. AMST said the FCC should authorize vhf boosters only if regular tv stations are protected from objectionable interference. The FCC should control any emission from CATV systems which threatens regular tv stations with interference, AMST said.

KID-TV Idaho Falls, Idaho, said it covers Pocatello with a Grade A signal, but finds advertising sales there difficult because of the inroads of a CATV system, though sales efforts are the same in both Idaho Falls and Pocatello. The station thought irregular tv systems should be licensed so as to prohibit signals outside the area from destroying or inhibiting the local outlet.

KBOI-TV Boise, Idaho, said CATV systems, boosters, translators and satellites may be needed, but should be regulated by the FCC. CATV systems shouldn't be authorized at the expense of losing local free tv or degradation of free service to city and rural interests, the station said. It added that the FCC shouldn't categorically deny CATV where there is a local tv service, but that CATV's "real benefit" is in areas where no tv service exists. KBOI-TV felt FCC has authority to regulate CATV.

A statement by the Tv Committee of Idaho Broadcasters Assn. (KBOI-TV Boise, KIDO-TV Boise, KID-TV Idaho Falls and KLIX-TV Twin Falls) expressed concern over the inroads of CATV systems on the main Idaho markets. If CATV goes into all the major markets the state will be without free tv and the state's rural population (57.1%) will be without any service at all, the group said.

WWLP (TV) Springfield, Mass., which has a system of satellites and translators, said "generally" it endorses prohibition of satellites in areas with local tv service, but opposes an "ironclad" rule. Its reasoning: New services in the form of satellites or translators could be added to many markets which are populous, but which because of allocation troubles have only one or two vhf stations.

KLEW-TV Lewiston, Idaho, cited CATV, booster and translator systems which it said have caused heavy losses to the station in revenue and programs, adding that KLEW-TV's position is continually shrinking. The FCC must make up its mind soon, KLEW-TV said, asking for a "uniform" set of rules for all types of services which want to carry tv programs to the "same audience." Such irregular tv systems should be regulated and permitted only in areas where there are no local tv stations, KLEW-TV added.

WSIL-TV Harrisburg, Ill., said that while it is having no trouble with CATV, boosters, translators and satellites, the CATV operators are "eyeing" markets of 10,000-40,000 population, and that such small one-station markets are especially vulnerable to "wired systems." These systems should be allowed only in white areas and should not be allowed to entrench themselves well enough to keep out potential free tv stations, WSIL-TV said.

WICS (TV) Springfield, which owns WCHU (TV) Champaign, both Illinois, soon to go on the air (both uhf), made the same argument as WWLP (see foregoing) above permitting uhf outlets to build uhf satellites or translators in other cities.

KSPR-TV Casper, Wyo., said CATV has had a real and detrimental effect on its finances and ability to get programs and that it would be off the air already if it were not for radio revenues from KSPR.

KMSO-TV Missoula, Mont., said it is frustrated in its growth and that CATV is solely to blame in bringing in programs from three Spokane stations.

KOPR-TV Butte, Mont., said it joins in

TV PROMPTS FM PLEA

Storer Broadcasting Co. last week asked the FCC to issue a show cause order to WIBG-FM and WPEN-FM, both Philadelphia, asking why WIBG-FM (94.1 mc, ch. 231) should not switch frequencies with WPEN-FM (102.9 mc, ch. 275) to prevent harmonic radiation interference by WPEN-FM to the visual signal of Storer's WVUE (TV) Wilmington, Del. Storer said that because of WPEN-FM's transmitter location on Rittenhouse Square in downtown Philadelphia, the area of the claimed interference to WVUE is especially undesirable because this is the same area where advertising agencies (namely, timebuyers) are located. Storer said it had negotiated unsuccessfully with WPEN-FM to make the channel swap.

We're on our way to the top with new WKBW

FUTURSonic RADIO

Buffalo's Most Powerful Station On the Air 24 Hours A Day!

Buffalo's Largest Listening Audience

EVEN NEWER and MORE EXCITING!

TOP TUNES

CONTESTS

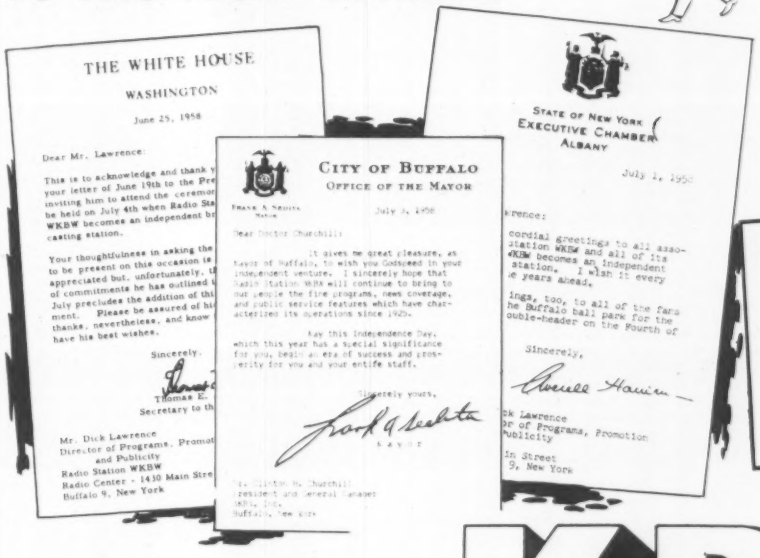
Continuous Weather Reports

The Nation's Top Radio Personalities

Ultra Modern Entertainment and Information for the Entire Family

NEWS Twice Every Hour

Congratulations Pour in to the New WKBW



THE WHITE HOUSE
WASHINGTON
June 25, 1958

Dear Mr. Lawrence:

This is to acknowledge and thank y
your letter of June 19th to the Pre
inviting him to attend the ceremor
be held on July 4th when Radio Sta
WKBW becomes an independent bro
casting station.

Your thoughtfulness in asking the
to be present on this occasion is
appreciated but, unfortunately, t
of commitments he has outlined t
July precludes the addition of thi
ment. Please be assured of his
thanks, nevertheless, and know
have his best wishes.

Sincerely,

Thomas E.
Secretary to th

Mr. Dick Lawrence
Director of Programs, Promot
and Publicity
Radio Station WKBW
Radio Center - 1430 Main Stre
Buffalo 9, New York

CITY OF BUFFALO
OFFICE OF THE MAYOR

July 3, 1958

Dear Doctor Churchill:

It gives me great pleasure, as
Mayor of Buffalo, to wish you Godspeed in your
independent venture. I sincerely hope that
Radio Station WKBW will continue to bring to
our people the fine programs, news coverage,
and public service features which have char-
acterized its operations since 1925.

May this Independence Day,
which this year has a special significance
for you, begin an era of success and pros-
perity for you and your entire staff.

Sincerely yours,

MAYOR

Dr. Clifton H. Churchill
President and General Manager
WKBW-TV
Buffalo, New York

STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY

July 2, 1958

rence:

cordial greetings to all asso-
station WKBW and all of its
KBW becomes an independent
station. I wish it every
e years ahead.

ings, too, to all of the fans
he Buffalo ball park for the
ouble-header on the Fourth of

Sincerely,

k Lawrence
or of Programs, Promotion
Publicity
n Street
9, New York

Fast paced ! Rhythmic ! Authoritative ! The new W K B W has universal appeal — attracts every age group — keeps 'em listening morning, noon, and night. And we've got facts and figures to prove it ! Everyone likes the EVEN NEWER W K B W — listeners and sponsors ! Find out more about it.

New Rates . . . and What a Pleasant Surprise

Wait till you find out how little it costs to take a great big piece of the nation's 12th largest market —Buffalo and Western New York (with all the bonus that comes from W K B W's unusual reception in more than 17 states !)

Call any Office of
AVERY-KNODEL
National Representative

WKBW
50,000 WATTS

Buffalo's Most Powerful Station — 24 Hours a Day

1430 MAIN STREET
BUFFALO 9, N. Y.

the comments filed last month by a group of Montana stations [GOVERNMENT, June 30].

KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, asked for appropriate FCC regulation of CATV and other irregular tv systems in the public interest and asked that the FCC require prior permission from originating stations for such systems.

KIDO-TV Boise, Idaho, felt it is the duty of the FCC to regulate CATV, boosters and translators and said the FCC should ask Congress for a directive if it feels it hasn't enough authority at present.

KUTV (TV) Salt Lake City asked for a clarification of the rights of an originating station and asked that CATV systems and boosters be required to obtain permission to carry programs from the originating station.

KOTA-TV Rapid City, S. D., and satellite KDUH-TV Hay Springs, Neb., said they may be seriously threatened in the near future by CATV bringing in the three Denver stations. KOTA-TV said the FCC should limit or prohibit CATV if it threatens local free tv and should fix the conditions for CATV operation.

Suggests Ownership Rule Change

Four Corners Broadcasting Co., applicant for ch. 12 in Farmington, N. M., said the FCC should amend its multiple ownership rules to apply to CATV operations because CATV ownership of tv stations might result in "concentration" of control.

KOA-TV Denver said it hasn't objected before to use of its programs by translators, boosters, CATV and regular tv broadcast stations because it feels this is a public service to white areas of population. But, KOA-TV said, the operation of these systems where local tv stations are trying to get started has been of concern to the Denver outlet. KOA-TV said it is prepared to cooperate with the FCC to make its signal available to KTWO-TV Casper, but refuse it to Casper CATV system in view of the tv station troubles there.

But KOA-TV said there's no reason white areas shouldn't get tv service from translators, boosters and CATV if this doesn't jeopardize the ultimate establishment of local tv stations. KOA-TV said the FCC thus should take steps to legalize boosters (by rules minimizing interference, but keeping costs down), which KOA-TV feels have an advantage over CATV in that they reach more rural areas, are low in cost and reach towns too small for CATV.

KHAD-TV Laredo, Tex., said it is threatened with extinction by a pending CATV application in that city.

KHOL-TV Kearney, Neb., and KHPL-TV Hayes Center, Neb., and KHQL-TV Sterling, Colo., the last two satellites, made a statement in favor of satellites, but criticized vhf boosters and described service by uhf translators as "limited."

KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb., said CATV and other irregular tv services are beneficial, but far less so than regular tv stations.

KBTV (TV) Denver asked prohibition of use of a station's signals without its consent and said the definition of broadcasting as made in Sec. 3 (o) of the Communications Act would be inclusive of CATV systems (" 'Broadcasting' means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations").

KVAL-TV Eugene and KPIC-TV Roseburg, both Oregon, said irregular tv systems should not be allowed to compete with local tv stations; that if the FCC is reluctant to assume jurisdiction over CATV, it should go to Congress for legislation.

KBES-TV Medford and KOTI-TV Klamath Falls, both Oregon, said CATV operators are interested in moving into small cities with only one or two tv services which often have reduced hour schedules. It cited a letter from KPTV (TV) Portland to a Klamath Falls merchant indicating KPTV is promoting the use of its signal by a CATV system there in competition with KOTI-TV.

KLTV (TV) Tyler, Tex., submitted a lengthy statement describing its troubles with a CATV system and enclosed a letter by Frank E. Pellegrin of H-R Television Inc., the station's rep, indicating national advertisers will not buy KLTV because they get 42% of the Tyler market anyway through purchase of outside stations whose signals are carried into Tyler by CATV.

KLIX-TV Twin Falls, Idaho, said CATV already is bringing in the programs of three outside stations and plans expansion.

WHIS-TV Bluefield, W. Va., said it is not opposed to CATV and believes in a choice of signals, but that the Comunications Act mandates that such services be regulated by the FCC. The CATV installations on area sets cause poorer reception of WHIS-TV because of interference, the stations said. WHIS-TV said CATV systems should be required to use the programs of the station in their area and should not be allowed to offer programs from outlying stations carrying the same network programs.

KOIN-TV Portland, Ore., said a single service which also reaches rural viewers is preferable to multiple services for city residents only.

KFBB-TV Great Falls, KGEZ-TV Kalispell, KXLF-TV Butte and KXLJ-TV Helena, all Montana, said microwave operators furnishing service to CATV cannot be classified as common carriers because they do not serve all comers, only the CATV systems. Even if they were common carriers, the FCC in granting authorizations to them could not ignore such public interest considerations, they said.

NCTA said its analysis leads "inescapably" to conclusions that: (a) CATV systems have made a significant contribution to the extension of tv reception to fringe areas and have promoted an orderly development of a nationwide competitive tv system; (b) there are no evident public interest considerations which justify prohibiting or limiting CATV; (c) CATV systems are not within the regulatory jurisdiction of the FCC except for "incidental radiation"; (d) FCC would not be validly exercising its jurisdiction over common carriers in refusing to let them transmit programs to CATV by microwave, wire or cable; (e) legislation which would "subvert" CATV to tv broadcast stations—on grounds of economic injury or for any other reason —would impede orderly development of tv broadcasting, result in less and poorer tv in rural areas and thereby adversely affect the public interest.

NCTA said FCC regulation over CATV would also have to be applied equally to translators and satellites on economic injury grounds. If the FCC regulates CATV it must also protect it by restrictions on "both sides of the competitive arena," NCTA said.

The association saw a utility-type regulation by the FCC in reviewing finances of broadcast operations to determine if they had been injured economically. This would cause a "complete revolution" in broadcasting for the illusory benefits of protection, NCTA said.

But if the FCC finds regulation necessary, NCTA said, the association will work with the Commission to develop "appropriate areas" for regulation. NCTA said that if CAVT is "guaranteed" the rights inherent in regulation, the association will be glad to draft legislation to that effect. NCTA suggested FCC ask for reply comments in two weeks.

Jerrold Electronics Corp., which owns 10 CATV systems and the Inland Microwave Co., said there is no justification for continuous harassment of CATV by a "small group of broadcasters." Jerrold thought competition benefits the public and said it is "open-minded" on regulation if the FCC protects and gives privileges to CATV systems as well as restricting them. Jerrold asked termination of the FCC's inquiry as well as that on boosters.

Montana Cable Tv Assn., owner of 14 CATV systems, agreed with NCTA's statement. Colorado Tv Repeater Assn. said the state's terrain is such that only boosters are satisfactory for many areas. It supported "regularization" of boosters.

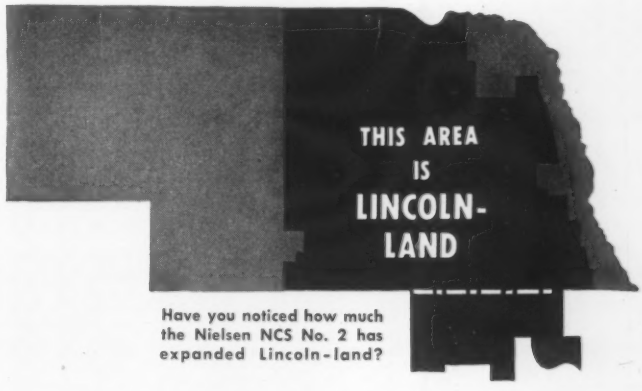
Decision Clears Way For Ch. 11 Disposal

The FCC was upheld by the U. S. Appeals Court for the District of Columbia last week in the latter's dismissal of an appeal by St. Louis Amusement Co. asking that the construction permit for ch. 11 in St. Louis be declared vacant and that it be returned to the FCC for new applications.

The decision Tuesday (July 8) by Judges Henry W. Edgerton, presiding, and Warren E. Burger and Wilbur K. Miller, said the court's opinion will be filed later.

The decision cleared the way for the disposal of ch. 11, which has been on ice since earlier in the year when CBS Inc. turned over the construction permit to 220 Television Inc. CBS had won ch. 11 in March 1957 in a contest with 220 Tv, St. Louis Telecast and Broadcast House. But instead of building, CBS Inc. bought KWK-TV St. Louis (ch. 4) for $4 million later in the year, turning ch. 11 over to 220 Tv. The FCC then gave CBS Inc. permission to

YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV!



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

LINCOLN A-Z ARB SURVEY
JANUARY, 1958

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

There are just two big markets in Nebraska. To reach both markets, you have to use a TV station in each.

The only station that fully covers *Lincoln-Land* is KOLN-TV. With 232,397 TV families in 69 counties, it's well worth covering!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional products division

*TM AMPEX CORP.

begin operating ch. 4 (now KMOX-TV), withholding action on ch. 11 until final resolution of the ch. 11 case in the courts.

St. Louis Amusement Co., which formerly was a competing applicant for ch. 11 when the contest began in 1953, withdrew because it felt it had no chance against CBS Inc. as a competitor, it was explained to the court [GOVERNMENT, May 19].

St. Louis Telecast and Broadcast House agreed to assignment of ch. 11 by CBS Inc. to the fourth applicant in exchange for payment to the two (by 220 Tv) of $200,000 each or one-third interest in the ch. 11 facility.

St. Louis Amusement Co. in its arguments last May before the court [GOVERNMENT, May 19] said that after CBS received the ch. 11 grant, the network began to "rearrange almost all" the tv setup in St. Louis by purchasing the more desirable ch. 4 (KWK-TV) and making a "gift" of ch. 11 to 220 Tv Inc., instead of returning the permit to the FCC. This "rearrangement," St. Louis Amusement suggested, should be the function of the FCC, not CBS.

The FCC argued that St. Louis Amusement, since it had withdrawn early from the ch. 11 contest, has no standing in whatever action the FCC decides to take in disposal of that tv facility. St. Louis Amusement Co., the FCC told the judges had already "scratched in a five-horse race."

This still leaves the ch. 11 case in the hands of the FCC, which is committed to tell CBS Inc. how to dispose of the facility within 60 days after the final, "unappealable" order terminating the court case.

BYPLAY OVER IN SPORTS HEARINGS

The Capitol Hill sports carnival that wowed a Senate antitrust subcommittee last week will be replaced tomorrow (July 15) by a serious study of legislation giving commercial sports promoters blanket exemption from antitrust laws.

Witnesses for three government agencies and organized baseball will go into practical effects of duplicate bills (HR 10378, S 4070) that pose threats to the multi-million-dollar business of broadcasting professional sports events nationally and locally.

Last week's opening hearing (July 9) featured an array of glamorous sports figures, including Casey Stengel, manager of the New York Yankees; Ted Williams, Boston Red Sox; Stan Musial, St. Louis Cardinals; Mickey Mantle, Yankees; Edward Yost, Washington Senators, and Robin Roberts, Philadelphia Phillies.

Subcommittee Chairman Estes Kefauver (D-Tenn.) and committee members sat entranced as Mr. Stengel double-talked his way through questions. The other sports figures were asked about their reasons for supporting the legislation but little information was gleaned from their replies.

Scheduled to appear July 15 are Calvin Griffith, head of the Washington Senators, and spokesmen for Dept. of Justice, FCC and Federal Trade Commission. Victor R. Hansen, assistant attorney general in charge of the antitrust division, is to appear for the Justice Dept. in opposition to the bills.

At the weekend 50 Senators, more than a majority, had been enrolled as sponsors of the legislation but this is not a flat indication of their position when the bill comes up for a Senate vote. The bill has already passed the House but Chairman Kefauver has indicated some of its features concern him seriously.

Any move to amend the bill as passed by the House would offer a serious block to its passage this session. Sen. Joseph C. O'Mahoney (D-Wyo.) said he would not support the bill in its present form.

Two witnesses favoring the bill are slated to appear July 16. They are Ford Frick, baseball commissioner, and George Trautman, president of the National Assn. of Professional Baseball Leagues (minor leagues). Billed the next day are ex-Sen. Edwin C. Johnson, of Colorado, ex-president of Western League, and Gov. A. B. (Happy) Chandler of Kentucky, former baseball commissioner.

The subcommittee has invited three retired baseball figures to testify July 18—Bob Feller, Jackie Robinson and Dizzie Dean.

NAB has asked to appear and is tentatively scheduled to testify the week of July 21.

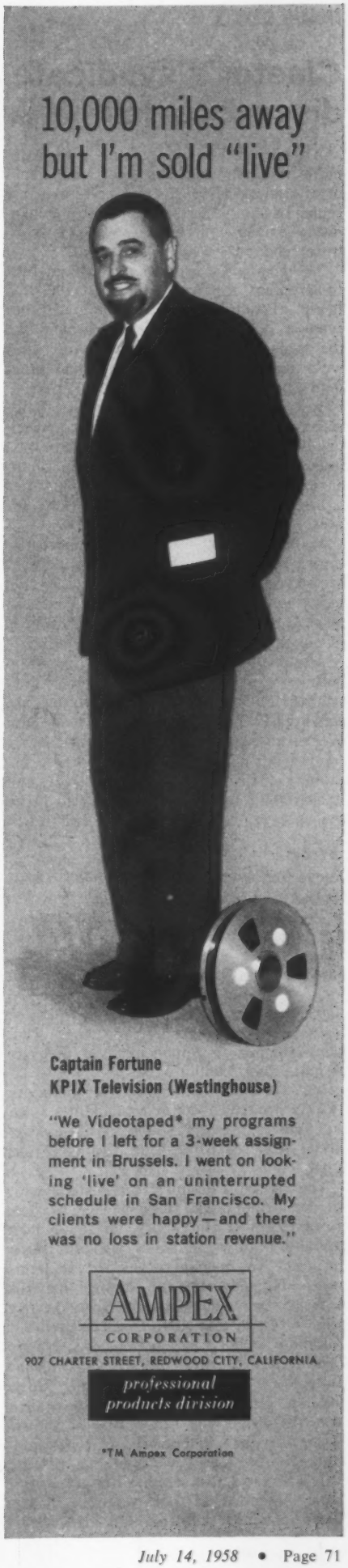
Sen. O'Mahoney July 9 suggested baseball is a "gigantic commercial enterprise" and a blanket grant of antitrust exemption might be used to deprive the public of all sports broadcasts and telecasts, just as they now are deprived of events carried on closed-circuit tv hookups.

At one point last week the subcommittee's hearing touched briefly on a problem of concern to broadcasters—ability of baseball clubs to control broadcasts of sports events within their territory. The bill includes language exempting sports promoters from antitrust laws in connection with "the regulation of rights to broadcast and telecast reports and pictures of sports contests." Covered by the bill are baseball, football, basketball and hockey.

Chairman Kefauver put in the record a letter from Sen. George Aiken (R-Vt.) relaying a complaint made by Stuart T. Martin, president of WCAX-TV Burlington, Vt. Mr. Martin notified Sen. Aiken that pressure is being brought on CBS-TV to delete the Sunday game-of-the-week telecast on WCAX-TV. He added:

"The reason is that the minor league ball club in Montreal alleges that the playing of a game-of-the-week on WCAX-TV is removing audience from their games. Montreal is 100 miles away and thus falls outside the 50-mile radius which heretofore has been the accepted distance to protect minor league ball clubs. I thought you would be interested in this development as it would be a very unusual circumstance."

Only broadcast group that asked to appear at the hearing is NAB, according to the subcommittee staff, which had anticipated networks and stations might desire to appear.


10,000 miles away
but I'm sold "live"
Captain Fortune
KPIX Television (Westinghouse)
"We Videotaped* my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy—and there was no loss in station revenue."
AMPEX
CORPORATION
907 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division
*TM Ampex Corporation

Claster's syndicated 'Romper Room' discovers gold in younger generation

An old row house, reeking with Baltimore tradition and cluttered with stacks of toys and kiddie gadgetry, serves as nerve center of a tv entertainment and merchandising empire that has been too busy to worry about the business recession.

The headquarters of Romper Room Inc., tv program syndicate, buzzes with "Do Bees," "Don't Bees" and a hundred other symbols of an enterprise built around the the business of supplying little Americans with fun, education, food, toys and other items popular with the pre-school set.

Just before summer took over in Baltimore, Bert Claster, founder and co-principal (with Mrs. C.) in Romper Room Inc., interrupted a casual office conversation to answer the phone—which he found after a brief plunge into the litter adorning his desk.

Looking out the dusty bay-window at traffic on Baltimore's busy North Ave., Mr. Claster gulped as he listened to the nicest words a syndicator could hear: "I want to buy participations on every *Romper Room* program in the United States."

This happy request wasn't easy to fulfill because a considerable number of the 60 tv stations on the *Romper Room* list are sold out. The eager sponsor was Sam Weisman, head of the New York factory representative firm bearing his name. He purveys to jobbers a 98-cent plastic cup known as Merry-Go-Sip, which has a dome that spins when children suck drinks through a straw.

One of Mr. Weisman's customers, I. Lodge Co., Philadelphia jobber, had started sponsoring Merry-Go-Sip on *Romper Room* at WCAU- TV, that city, some months ago. The cups went so fast that Herbert Lodge, head of the jobbing firm, got on Mr. Weisman's neck for more Merry-Go-Sips and Mr. Weisman kept nagging the factory to ship them faster. After three weeks of *Romper Room* exposure, the cups were being shipped to Philadelphia at the rate of more than 5,000 a week.

Mr. Weisman's phone call to Baltimore quickly brought a dozen availabilities from the eight roving representatives of *Romper Room* who cover the four corners of the U. S.

The story of *Romper Room* starts with the pre-World War II desire of Bert Claster, traveling out of Harrisburg, Pa., for a firm building beauty salons, to get into show business. An opening developed at Baltimore's Hippodrome, and during the '40s he began producing shows for the theatre. This brought an offer from WBAL-TV Baltimore to do tv production. Mrs. Nancy Claster, a graduate of stylish Goucher College in Baltimore, was rearing three children but was delighted at a chance to write scripts for her husband's shows.

Together the Clasters decided to do something for pre-school children, spurred by daily goings-on at a summer nursery school Nancy operated at their suburban home. "Let's combine kindergarten and television," Nancy suggested, a hunch her husband had been fondling for some time.

The two felt a daytime tv program built around pre-school children would draw an audience comprising other children, their mothers and probably many grandparents —an audience combining the desires of kiddies with the buying power of their devoted elders.

WBAL-TV went along with the idea. *Romper Room* took the air Feb. 9, 1953. The Clasters' belief that children are better actors than anybody was quickly borne out on the air. Nancy proved to be a relaxed m.c.

Sponsor dreams were nursed, of course. After a few weeks a large regional retail chain, Read Drug & Chemical Co., was approached. Ellis Meyers, then general manager of Read, was willing to be shown. A single announcement on *Romper Room* sold 3,600 Hopalong Cassidy 49-cent toothpaste kits.

Mr. Meyers was impressed—so impressed that he bought the whole five hours a week, starting a *Romper Room*-Read relationship that still exists. Read now sponsors about three-fourths of the Baltimore package, which moved to WAAM (TV), now WJZ-TV, a year-and-a-half ago.

PRE-SCHOOL *children provide supporting cast for Miss Sally, conductor of the* Romper Room *on WMAL-TV Washington. The program is carried live on three-score tv stations, each following the standard Claster pattern.*

Romper Room grew into a syndicate when WTAR-TV Norfolk, Va., and WGBI-TV, now WDAU-TV Scranton, Pa., bought the package and sent girl emcees to Baltimore for training by the Clasters and their staff (one secretary at that time, 32 staffers now). Mr. Claster did the syndicate's selling and soon signed WTTG (TV) Washington and WWJ-TV Detroit. The WWJ-TV sale was the toughest he has ever made, Mr. Claster said, requiring a formal presentation to the Kresge Co. board of directors. Kresge liked the idea and a Kresge *Romper Room* was soon under way on WWJ-TV. The WTTG sale was built around a regional drug chain, Peoples Drug Stores. Another chain, Walgreen, signed in September, 1954, buying five hours a week on WGN-TV Chicago. This contract is nearing the end of its fourth year.

The program is sold on a two-year basis in 26-week cycles. Few stations have dropped *Romper Room,* according to Mr. Claster, and most of these have come back or have been replaced by another station in the same city. Romper Room Inc. was chartered in 1957, along with Claster Enterprises Inc., handling, among other programs, *It's in the Name* in several markets.

Commercially *Romper Room* is doing well, with its list of sold-out stations and an array of long-time sponsors.

Take Taylor-Reed Corp., Glenbrook, Conn., maker of Cocoa Marsh milk fortifier. A Cocoa Marsh commercial handled by Miss Sally (Sally Finkline) on WMAL-TV Washington, went like this:

"Well look who's smiling? Who is it?"

(In unison), "The Cocoa Marsh Happy Lion."

"Why is he happy?"

"He's drinking Cocoa Marsh in his milk."

Miss Sally demonstrated the pump on a Cocoa Marsh jar that simplifies sundae-making and milk fortifying, showed a *Romper Room* premium ring, and added, "Enriched vitamins and minerals make you strong as a lion."

Six happy youngsters drank Thompson milk fortified with Cocoa Marsh and exclaimed in unison, "Mmmm. This is choclarific."

This accounts for the comment by Malcolm P. Taylor, chairman of the Taylor-Reed board, "We are very happy with *Romper Room.* . . . This is outstanding. Keep up the good work." In Baltimore, sales of Cocoa Marsh rose last winter from 200 to 5,500 cases a week. In New York (WABD [TV]) requests for *Romper Room* rings averaged 3,000 a week over a 13-week cycle.

Other sponsor successes racked up by *Romper Room:* Nu-Cushion Products, Keene, Tex., enlarged its factory three times in a year-and-a-half to meet the revived demand for stick horses.

J. J. Newberry Co., Los Angeles, increased its sales in that city from 30-40 dozen Tarco bubble gum banks (a $1.49 item) a month to 470 dozen in one month.

Similar success tales are narrated by Walgreen in Chicago, National Tea Co. and affiliated retail chains and many others.

"There's very little sponsor turnover," according to Mr. Claster.

Ellis Meyers, as *Romper Room's* oldest sponsor, summed up the Read drug chain's loyalty this way:

"We like the inate honesty and dignity of *Romper Room* and the advertised items. Nearly every item we have promoted in

ELECTRICITY MAY DO YOUR YARD WORK. One day, by simply speaking into a microphone, you may be able to command an electric "gardener" to mow the grass, cultivate the flower beds, trim the hedge and do other yard work—while you relax.

Power companies build for your future electric living

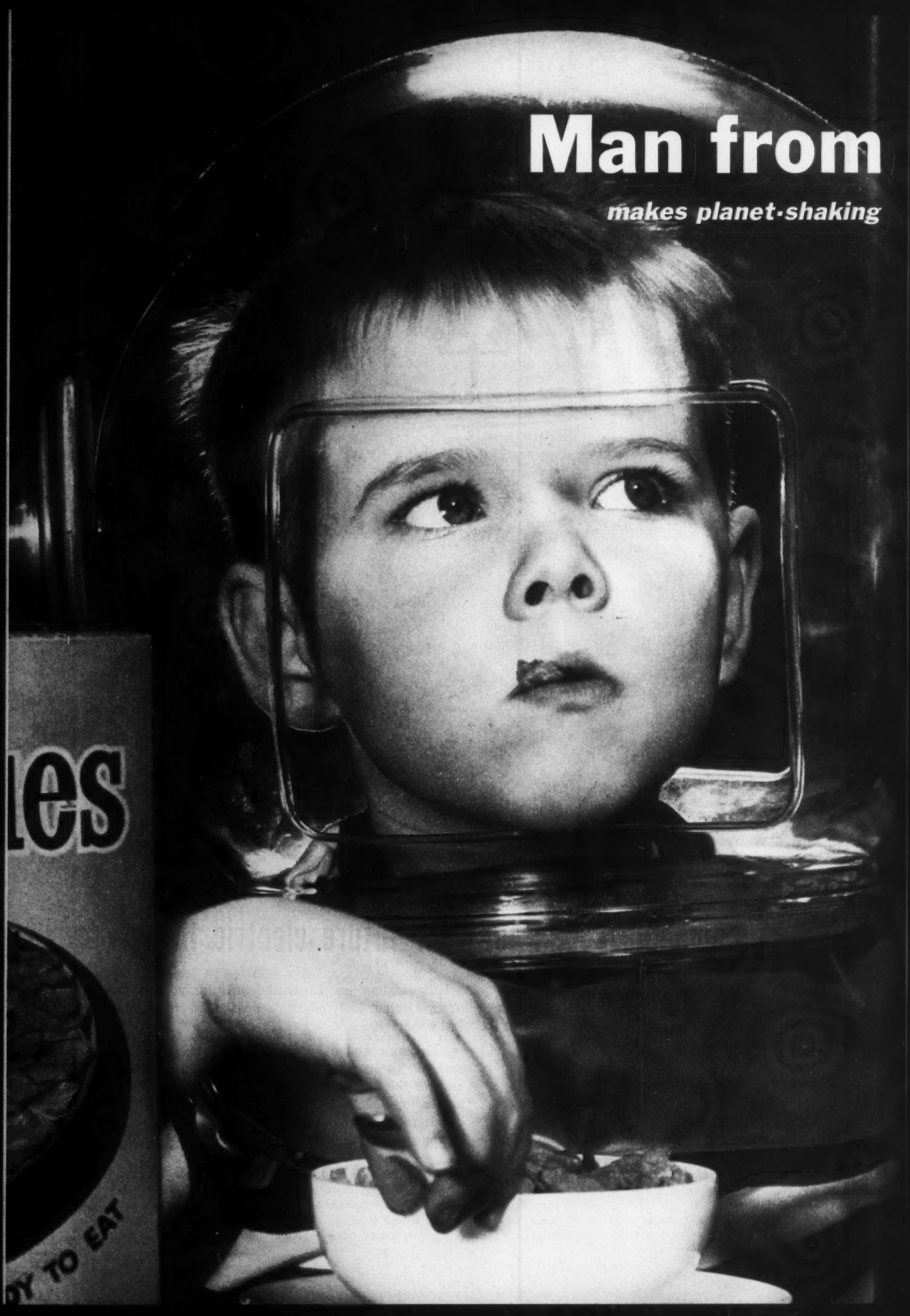
Your present electric appliances are just the beginning of real electric living. Already the electronic oven can cook your food in seconds. Electricity can launder clothes without water. One day you may have an electric "gardener" like this one. Your home will be kept dust-free and clean automatically.

You will be putting much more power to work—and you'll have all you need. This year alone, America's electric light and power companies are spending *5 billion dollars* on plants and lines for your future electric living. They plan to *double* the electric supply in 10 short years.

The independent electric companies are willing and able to provide all the electricity you need, now and for the years ahead. You can count on the men and women of your local electric company for a constant, plentiful supply of electricity to make your life more satisfying and enjoyable.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES*

*Company names on request through this magazine


Man from
makes planet-shaking
les
TO EAT

Baltimore has been successful, including such adult merchandise as appliances. This has convinced us the program has a large adult audience, especially mothers. Incidentally, the mothers are just as loyal to Miss Nancy as the youngsters and they learn tricks about rearing children.

"The program on WJZ-TV is promoted in the Read newspaper advertising. We often have Miss Nancy in stores and she always draws long lines of children even in bad weather. They literally mobbed her the time she landed at a suburban store in a helicopter.

"*Romper Room's* public service aspects are important and arouse community respect for the program, the sponsors and the products advertised. The children learn to brush their teeth, play safely, help their mothers and do other things on the 'Do Bee' list."

Programming is scheduled separately for each of the three-score stations by the crew at Baltimore headquarters but each teacher has her own way of executing the standard routines, aided by pre-training in Baltimore and the traveling counsellors who also handle promotion and contact agencies and advertisers.

All *Romper Room* programs open with a piano playing "Pop Goes the Weasel," followed by a pledge of allegiance to the flag ("Just like they do at big school") and a tooth-brushing or other admonition. Do Bee and Don't Bee behavior tips are followed by games, singing and other routines, punctuated by short film cartoons and animal films. A Let's Gallop game, played with *Romper Room* Broncs, is credited with reviving the stickhorse industry.

The broncs, along with some three-dozen other toys, novelties and foods bearing the *Romper Room* label, are on sale all around the country. No guns or weapons are allowed on the program or the merchandise list. Romper Room Inc. collects 5% of the wholesale price of these items.

If a claimed audience of 3½ million (30% mothers) is any criterion, *Romper Room* has proved that teaching can be fun. Many schools and civic groups cooperate. The program's teachers answer an average of 12,000 letters a week (no contests used to stimulate mail).

"All this mail comes from a program aimed at children who haven't learned to read and write," Mr. Claster suggests. "*Romper Room* teaches the children initiative and good behavior, and helps prepare them for 'big school'."

And Frederick S. Houwink, WMAL-TV general manager, adds, "It's an important program for the station and the ratings are high."

Closed-Circuit Pay Tv Planned By ITC in L. A., N. Y., Canada

International Telemeter Corp. is preparing to inaugurate closed-circuit pay tv operations in three populous areas early in 1959. One will be located in the New York metropolitan area, another in the Los Angeles metropolitan area and the third in Canada. Clay V. Hake, who has been in charge of the foreign sales and distribution of "The Ten Commandments" for Paramount (ITC parent company) in New York, has joined Famous Players Canadian Corp. to assist with setting up Telemeter arrangements in Canada.

Telemeter executives have carefully studied and analyzed the Bartlesville venture into subscription television via a wired hookup from the point of program origin to the homes of subscribers from its inception last fall to its shutdown in June [LEAD STORY, Sept. 9, 1957 *et seq.* to PROGRAM SERVICES, May 26] to determine what went wrong and how to avoid repeating these errors in its own operation. A day-to-day blueprint for a telemeter operation from the start of advance publicity-promotion-exploitation through the first six months of program services has been prepared by ITC, covering local programming as well as the use of feature motion pictures.

Sehon Named to New Post by UPI

John L. Sehon, with the general headquarters staff of United Press in New York since 1948, last week was named editorial assistant to Frank H. Bartholomew, president of United Press International. His primary responsibility will be a continuing study of the expanding UPI news report at the working levels in broadcast news rooms and newspaper telegraph desks throughout the U. S., Mr. Bartholomew explained. "Our purpose is to keep in touch, steadily and at first hand, with the varying needs and ideas of the men who work with the UPI news report day in and day out," he said.

Burt Firm Offers Independents Public Service Program Deal

The creation of National Public Service Productions Inc., New York, to supply independent radio stations with "quality" public service programming is being announced today (July 14) by Hardy Burt, president and founder of the company.

Mr. Burt reported that a spot check of radio stations throughout the country indicates there is "a great need" for such programming, both at independent and network stations. Mr. Burt, who plans to produce five one-half hour programs weekly, said the first offering, *World Science Report*, a news-interview program dealing with scientific developments, will be ready for distribution in about a month. Two other programs, he said, are beyond the blueprint stage—*Mr. Ambassador*, an interview program featuring a foreign ambassador to the U. S. (carried on MBS several years ago) and *Can Freedom Win?*, an analysis and forecast of "cold war" news presented by a panel of specialists on Soviet affairs (carried on NBC in 1956). Mr. Burt holds the rights to these programs.

The programs will be made available free to stations, Mr. Burt said. At the outset distribution will be concentrated on the top 113 markets in the country.

Offices are in the RCA Bldg., 30 Rockefeller Plaza, New York.

LIVE? NO! A guest star (or guest-planetary) can be quite a handful. And when there's a "fluff" it's nice to know you've got it on film—not on the air! Just a snip, and out goes the offending passage. You're *in control* at all times—show, stations, time—clear across the country!

Truly, *a good release is a better release on EASTMAN FILM.*

For complete information write:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . .
You'll be glad you did

Emerson Develops New Tuner Size of Flashlight Battery

Emerson Radio & Phonograph Corp. has developed a three-circuit miniature, rotary-axial, ferrite tuner that produces linear frequency variation from 500 to 1600 kc and can be extended to cover frequencies as high as 15 mc.

In announcing the new development Thursday (July 10), Emerson described it as "major" chiefly because of the tuner's size—slightly larger than a flashlight battery.

The importance of the tuner, according to Emerson's George Rappaport (vice president for marketing in Government Electronics Div.): Its use where space is the factor. Once in mass production, the tuner, Mr. Rappaport said, "will afford even further reduction in the size of pocket transistor radios." Emerson authorities note that in the governmental and commercial fields in which the size factor is directly related to the use of transistors, the tuner can prove invaluable. Credited with the tuner's development was Edward A. Abbot, chief of Emerson's communications section.

Camden Strike Continues

About 1,500 members of the Assn. of Professional Engineering Personnel continued on strike Thursday at three RCA plants in the Camden area after negotiations stalled early last week on a new contract to replace the one that expired June 7. The walkout began Tuesday (July 8). Some 15,000 other workers continued on the job despite picketing by the independent union representing the design, development and research engineers. Both labor and management described the picketing as peaceful and APEP on Thursday morning distributed 4,000 roses to women employes crossing its line to let them know the union did not intend to interfere with their reporting for work. At issue is a guaranteed fund for merit increase expenditures and salary adjustment.

Wescon Schedules 42 Sessions

Forty-two technical sessions are on the four-day agenda of the 1958 Western Electronic Show and Convention, to be held in Los Angeles, Aug. 19-22. The technical sessions will be held in five major meeting rooms of the Ambassador Hotel. The 900 technical exhibits will be housed in the Pan-Pacific Auditorium, augmented by four pavilions, one devoted exclusively to electronic production materials and equipment. Another pavilion will contain Wescon's historical exhibit, including items loaned by such celebrities as Dr. Lee de Forest, who will show replicas of his first vacuum tubes.

Sylvania Tv Set Sales Up 55%

Sylvania Electric Products Inc. last week reported its June factory sale of tv sets were the "highest for any June"—55% greater than June 1957. Sylvania Home Electronics general marketing manager, Robert L. Shaw, was optimistic that "disposable income" would increase and that consumer spending should establish a new third quarter record. Mr. Shaw said, "We expect the tv set industry [to] have retail sales of at least 3.8 million units in the second half for a 1958 total of about 6 million sets."

Stereo Transmitter Package To Be Offered By Gates Radio

Gates Radio Co., Quincy, Ill., is preparing to offer fm broadcasters a complete stereo studio and transmitter package, described as the first of its kind in the country.

Availability of the package now was announced Monday (July 7) by Parker S. Gates, president of the Harris-Intertype Corp. subsidiary. The unit includes a commercial transcription turntable for stereo, a stereo tape recorder and studio console and an entire line of new fm transmitters available with single or dual channel multiplexing for stereo transmission. Suggested price for the package, including 1 kw fm transmitter, is approximately $10,500.

Mr. Gates pointed out that some fm broadcasters have increased their stereo programming while others are contemplating the addition of this new development. He commented that, while "there may not be a big market for stereo programming until home receivers become available, and other problems are worked out, at least we can talk to fm stations about equipment requirements right now."

Mr. Gates noted stimulated interest in stereo as the result of manufacturers' introduction of new stereo record players, tape recorders, tape magazines and records designed for home use.

MANUFACTURING SHORTS

RCA reports shipment of custom built superturnstile antenna to WOAI-TV and KENS-TV San Antonio and 2-kw transmitter to KCMT (TV) Alexandria, Minn.

Ampex Corp., Redwood City, Calif., reports shipment of videotape recorders (VR-1000) to WABD (TV) New York, WGBH-TV Boston and WVUE (TV) Wilmington-Philadelphia.

W. L. Maxson Corp., N. Y., has announced new alignment in organization. Firm will handle sales and production formerly handled by Maxson Instruments Corp., N. Y., now dissolved, of newly-created Langevin and Instruments Divisions. Langevin will be headquartered in Long Island City (directed by **Albert Schneider)** and Instruments in New York (directed by **Michael J. Grassi).** Langevin manufactures and sells transformers and audio amplifier equipment.

RCA Semiconductor and Materials Div., Somerville, N. J., has established northeastern district sales office at Needham Heights, Mass. Office, administering Massachusetts, New Hampshire, Vermont, Rhode Island and Maine, is headed by **LeRoy A. Goodwin Jr.,** recently marketing manager (materials), RCA Components Div.

"JAXIE" SAYS . . . April Telepulse Survey
Rates WFGA-TV No. 1 in Jacksonville

The latest Telepulse report tells the WFGA-TV story.

★ WFGA-TV is preferred in 50.8% of Jacksonville homes.

★ WFGA-TV carries eight out of the top-rated fifteen once-a-week shows.

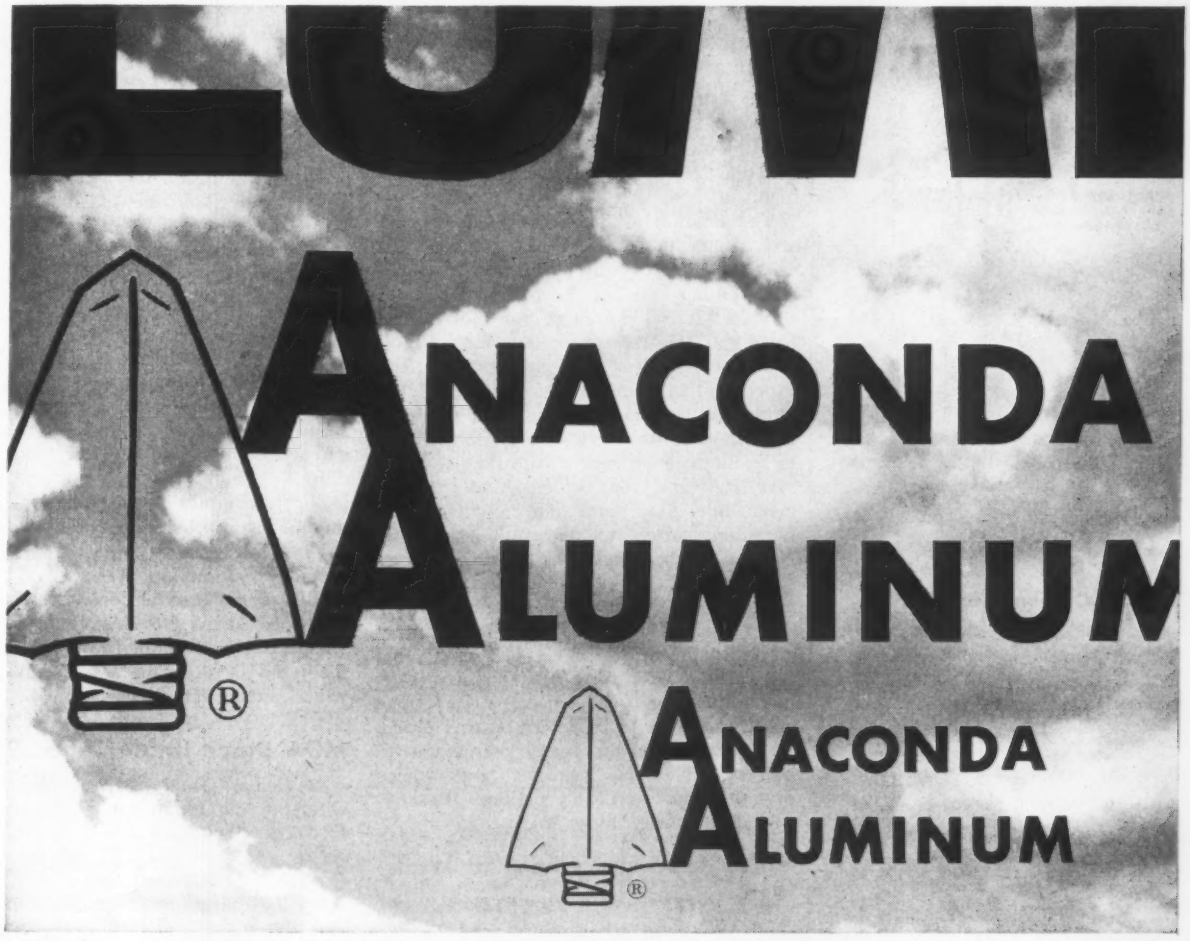
★ WFGA-TV carries six out of the top seven shows in the Jacksonville Metropolitan Area.

The big switch to WFGA-TV was accomplished in just eight months. WFGA-TV went on the air last September and now over ¼ million television sets regularly tune to the leading family station in the Jacksonville area.

For availabilities on Jacksonville's No. 1 TV Station, call Ralph Nimmons at ELgin 6-3381 or contact your nearest P.G.W. "Colonel".

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION



MARK OF PROGRESS...

New trademark for Cochran Foil Corporation, latest member of The Anaconda Family

ON May 1, 1958, Cochran Foil Company, Louisville, Ky., became Cochran Foil Corporation—The Anaconda Company's newest subsidiary. This acquisition marks a major step forward in Anaconda's steady growth and diversification, and enhances its expanding position in the aluminum industry.

Anaconda, a leader in nonferrous metals, had previously entered the aluminum industry through various subsidiaries: An up-to-date primary reduction plant at Columbia Falls, Montana; a coiled-sheet rolling mill at Torrington, Connecticut; and facilities for producing rod, sheet, tube and extruded shapes now nearing completion at Terre Haute, Indiana.

Cochran Foil Company, founded in 1939, had become the leading independent producer of aluminum sheet and foil, laminated foil products, and rigid aluminum containers. Now, the distribution and sales of all "Anaconda Aluminum" fabricated products will be made through the Cochran Foil Corporation.

Speaking at Anaconda's annual stockholders' meeting on May 21st, A. P. Cochran commented: "*Most people think of aluminum foil primarily as household foil. Actually, there are many other industrial uses such as in air conditioning, labels, protective packaging, radios, bottle caps, and so on.*

A. P. Cochran, *President* Cochran Foil Corporation

"*I am very happy to report that so far this year Cochran's sales have increased by 12%—and profits by an even greater margin. Our research and sales engineers are busily developing new uses and markets for aluminum products. The day will soon be here when we will be using a very substantial portion of the 120,000,000 pounds-per-year present capacity of Anaconda's Columbia Falls plant.*"

Anaconda's growth in aluminum is typical of the company's contribution to America's progress, and a prime example of a development program that seeks to offer better products and services to both industry and consumer.

58259A

The ANACONDA® Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company
Cochran Foil Corporation

ADD the CALIF.-ORE. TV TRIO

& sell one of the top 70 markets with *exclusive* VHF coverage.

Standard Metropolitan County Areas:	Population:	U.S. Rank:
Fall River-New Bedford, Mass.	397,600	57
Richmond, Va.	381,600	58
Brownsville-Harlingen-McAllen, Tex.	375,100	59
Wilkes-Barre-Hazleton, Pa.	372,200	60
Nashville, Tenn.	370,200	61
California-Oregon Trio	**369,970**	
Knoxville, Tenn.	367,300	62
Wheeling, W. Va.-Steubenville, Ohio	357,200	63
Flint, Mich.	355,800	64
Salt Lake City, Utah	353,100	65
Charleston, W. Va.	339,000	66
Grand Rapids, Mich.	338,100	67
Tulsa, Okla.	337,600	68
Fresno, Calif.	336,000	69
Poughkeepsie-Newburgh-Beacon, N. Y.	334,500	70
Wilmington, Del.	334,100	71

THREE MARKETS—ONE BILLING

KIEM TV 3—Calif Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	369,970
Families	119,660
Tv Families	102,532
Retail Sales	$485,139,000
Effective Buying Income	$639,960,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123
TWX EK16

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

PERSONNEL RELATIONS

AFTRA Convention This Week To Spotlight Videotape Problem

American Federation of Television & Radio Artists opens its four-day convention in New York Thursday (July 17), with the union's negotiations with the three tv networks on videotape scheduled to be a highlight.

The union and the networks have held several meetings on AFTRA's proposals for an agreement covering performers in videotape. Discussions have been suspended until July 22. It is reported that networks have balked at the rates proposed by AFTRA and have presented counter-proposals. It is expected that a resolution will be offered at the convention expressing the views of the delegates on conditions to be included in an ultimate agreement with the networks.

AFTRA and the Screen Actors Guild, meanwhile, have until tomorrow (July 15) to submit briefs to an examiner of the National Labor Relations Board with respect to a petition by AFTRA for an NLRB election under which performers would select a single union to represent them in all videotape work. SAG has asked that the petition be denied, claiming it already has jurisdiction over videotape performed at film studios. The Screen Extras Guild, the three tv networks and representatives of key advertising agencies have voiced opposition to AFTRA's petition [PERSONNEL RELATIONS, June 30].

WINS Announcers Back at Work

The 18-day strike of announcers at WINS New York ended July 4 and strikers returned to work that day, the station announced last week. The terms of a new two-year contract are retroactive to April 1. The station remained on the air during the dispute, with supervisory personnel handling operations.

The contract provides that announcers will be guaranteed a minimum of $17,000 annually, $4,000 more than under the old pact, including a weekly base increase from $141 to $150. Announcers belonging to the New York local of American Federation of Television and Radio Artists obtained pension and welfare benefits and a severance pay provision calling for one week pay for each 26 weeks of employment at the station. The clause on commercial fees remains substantially the same.

Thirteen WINS engineers, members of the International Brotherhood of Electrical Workers, remained off the job during the strike but returned also on July 4.

A WINS spokesman said that one provision the station deems "important" concerns the privilege of hiring or releasing employes. Under the new contract, he said, only five staff announcers cannot be released (except for insubordination, misconduct or incompetence) but additional staffers beyond five may be released at the management's discretion. Currently, he said, there are six staff and four freelance announcers at WINS. Another concession gained by the station, he added, broadens the types of programming assignments on which announcers may be used.

MGA Drops Unfair Labor Charges

Musicians Guild of America last week withdrew the unfair labor charges it had filed the previous week with NLRB against AFM and the Assn. of Motion Picture Producers [PERSONNEL RELATIONS, July 7]. After the charges had been filed, both AFM and the motion picture producers denied that their talks concerning sound recording for motion pictures outside of Los Angeles County involved any complicity in a "runaway shop" scheme, so MGA dropped its charges, according to Cecil F. Read, MGA chairman.

TRADE ASSNS.

Rep Assn. Supports Code Board On Multiple Spotting With ID's

The interpretation of the Television Code Board of the NAB on the subject of "multiple spotting" was supported today (July 14) by the Station Representatives Assn.

A statement release by Lawrence Webb, SRA managing director, said the association's Television Trade Practices Committee has reviewed the code board's stand on "multiple spotting" last month, and has concluded that the board's position is correct. At that time, the board announced it felt that "the present language of the code provides adequately and clearly against this violation." It explained that the station identification of no longer than 10 seconds can be shared with an advertiser without being counted as a commercial spot and added that the ID is required by FCC regulation.

"This means," Mr. Webb said, "that two back-to-back announcements and an ID so shared by an advertiser, are acceptable. The code is quite specific on this point. The members of the SRA feel that this interpretation of the code's language is correct and that revision of the code on this point, as requested in some quarters, is not necessary."

The SRA committee which explored the matter consisted of Edward Codel, chairman, and Bates Halsey, Arthur Sherin, Frank Pellegrin, Richard L. Foote, Edward P. Shurick and Lloyd Griffin.

RAB University Plan Offered Through State Assns. to Schools

Radio Advertising Bureau this week will detail a new plan to promote broadcast education in the nation's colleges. It will provide state broadcaster associations with RAB material "at minimum fee" which the associations in turn will make available to state universities of their choice.

Dubbed the "RAB University Plan," the arrangement was first suggested to RAB by the Tennessee Broadcasters Assn. which now has become the first group to subscribe to this service. RAB President Kevin B. Sweeney, in announcing the plan this week, stresses the fact that too many students are being schooled in broadcasting via textbooks that "are woefully out of date."

The RAB material is expected to remedy

this situation, he said, by making available to schools complete new RAB member kits plus the regular weekly mailings RAB sends its member stations. Only RAB's individual service materials, now ordered by a number of members, won't be offered.

Ad Film Fest Set for September

The fifth annual International Advertising Film Festival has been announced for Sept. 20-25 on the Lido, Venice. All films entered must advertise a product or service and be designed for commercial tv or cinema exhibition. The fees for entering each tv film is £8 (about $22.40). All entries must be in Venice by Aug. 30.

Application forms for delegates (registration fee about $47.60), advertising space in the film catalog and hotel accommodation are obtainable from Peter Taylor, director, International Advertising Film Festival, 17 Berkeley St., London W. 1, England.

TvB Readies Kit on Bank Cases

Television Bureau of Advertising announced last week that it will distribute to members shortly a kit, "How to Build Interest and Dividend." It contains 27 documented case histories on the successful use of television by commercial banks, savings banks and savings and loan associations. The bureau also reported that it will make available to members data on current TvB national sales activities as a means of bolstering the stations' own in-staff sales plans.

TvB Helping Career Project

Television Bureau of Advertising will make available a special series of tv promotion materials for National Careers in Retailing Week, Oct. 12-18, it was announced last week by the sponsoring organization, National Retail Merchants Assn., formerly National Retail Dry Goods Assn. TvB's material includes tv retailing methods, spot announcements and other aids. It will be included in the NRMA "Action Kit" slated to be sent this week to more than 10,300 member stores and over 1,000 merchant associations. Radio spot for the retail career week has been furnished to NRMA by RCA Victor Record division of RCA. It is recorded by bandleader Lou Monte, RCA artist.

TRADE ASSOCIATIONS SHORT

Advertising Educational Foundation, formed by Advertising Federation of America, has filed incorporation papers, AFA reports. Foundation is to be non-profit organization supported by contributions from firms and individuals.

PROFESSIONAL SERVICES

EIC Investment Fund Expands With Organization of Fleetwood

The expansion of the Electronics Industries Mutual Investment Fund, founded three years ago by ex-broadcaster Charles E. Salik, was announced in New York last week by Mr. Salik's Fleetwood Securities Corp. of America. Fleetwood is a new firm organized to handle sale of stock in the $16 million fund of Electronics Investment Corp. Both Fleetwood and EIC are headed by Mr. Salik, one-time owner-operator of KCBQ San Diego and financier of various other radio-tv properties and manufacturing interests, including Kay Labs, San Diego.

MR. SALIK

EIC has a diversified portfolio of stocks throughout the electronics industry including such firms as RCA, GE, AB-PT, Sylvania and Westinghouse. Heretofore it was marketed as a monthly investment plan principally in Southern California. Fleetwood has exclusive rights to market EIC as a contract plan in New York, plus handling general marketing elsewhere. EIC's board includes Bernard Koteen, Washington communications attorney, and Henry P. Kalmus, Washington telecommunications engineering consultant.

Fleetwood's executive vice president is Peter J. Piper, who was financial aide to Mr. Salik in San Diego. Arthur Pandeloglou, formerly with Fahnstock & Co., New York, is vice president and sales director and Oscar Harris, former account executive with Arthur A. Judson Adv., New York, is vice president in charge of advertising and sales promotion.

Silliman, Moffet, Rohrer Set Up New Engineer Firm

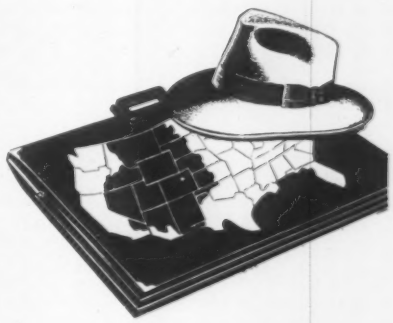
A new partnership of Washington consulting engineers in radio and television—Silliman, Moffet & Rohrer—will be formed Aug. 1.

The partners will be Robert M. Silliman of Robert M. Silliman & Assoc.; his associate, John A. Moffet, with Mr. Silliman for the past five years, and Raymond E. Rohrer, engineer in charge of broadcast allocations at the Washington firm of Jansky & Bailey Inc. Mr. Rohrer has been at Jansky & Bailey 11½ years and in his present position three years.

The address of the new firm will be 1405 G St., N. W., Washington 5—the present quarters of Robert M. Silliman & Assoc. The telephone number also remains the same, Republic 7-6646. Silliman, Moffet & Rohrer will increase office space at that address, however.

SILLIMAN MOFFET ROHRER

KOA-Radio... your best Western Salesman!



Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 33 years!

Because KOA-Radio covers Denver *and* the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

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Because KOA-Radio SELLS! Make your ad budget work harder... more effectively! Use KOA-Radio!

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KOA DENVER Radio
One of America's *great* radio stations
NBC

Represented nationally by
HENRY I. CHRISTAL, INC.
B 7/58

SARNOFF, KINTNER TO TOP NBC JOBS

The expected happens with Sarnoff as chairman, Kintner as president

Robert W. Sarnoff last week was elected chairman of the board of NBC, and Robert E. Kintner succeeded him as president.

The moves had not been unexpected.

Mr. Sarnoff has risen inexorably in managerial ranks since he joined the company as a salesman Jan. 1, 1948. In less than eight years he was made president, in a little more than 10½ chairman of the board.

Mr. Kintner has risen faster, but he started higher at NBC after an already successful career in journalism and at another network, ABC. Since Mr. Kintner joined NBC Jan. 1, 1957, as an executive vice president, it has been evident that he was headed toward the presidency [CLOSED CIRCUIT, Jan. 20, 1958, Feb. 18, 1957].

Mr. Sarnoff is 40. Mr. Kintner is 49.

The chairmanship to which Mr. Sarnoff was elected last Friday had been vacant since the resignation nearly two years ago of Sylvester L. (Pat) Weaver Jr. Mr. Weaver held the job briefly after being promoted out of the NBC presidency Dec. 12, 1955, when Mr. Sarnoff was promoted into it.

Another of Mr. Sarnoff's predecessors in the job was his father, Brig. Gen. David Sarnoff. For a time before Mr. Weaver's appointment to the chairmanship, Gen. Sarnoff held that post in addition to his long-time chairmanship of the board of RCA, NBC's parent company. The general moved back upstairs just before his son became NBC president.

At his election to the NBC presidency last Friday, Mr. Kintner became the first man in history to have been president of two television networks. He served as president of ABC from 1949 until October 1956 when he resigned in a policy dispute with the management of American Broadcasting-Paramount Theatres, ABC parent.

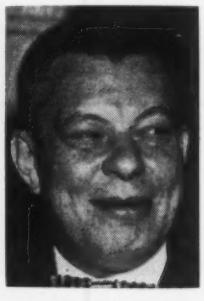
Under the new NBC executive structure, Mr. Sarnoff will continue to function as chief executive, and Mr. Kintner will continue to report to him.

As executive vice president, Mr. Kintner ran the NBC television network. That responsibility will continue to be his, and no successor to his executive vice presidency will be appointed.

Also reporting to Mr. Kintner will be P. A. (Buddy) Sugg, vice president of NBC owned stations and NBC Spot Sales; Matthew J. Culligan, vice president of the radio network, and J. M. Clifford, executive vice president of administration.

NBC's two other executive vice presidents, Kenneth Bilby (public relations) and David Adams (corporate relations), will report to Mr. Sarnoff.

BOB SARNOFF



BOB KINTNER

NEW DEAL FOR THE UPPER ECHELON

Mr. Sarnoff has been and will remain a member of the boards of NBC and RCA. Mr. Kintner has been an NBC board member and will continue to serve as a member of that body.

Mr. Sarnoff joined NBC as an account executive in sales after serving in various sales and other capacities for three years with the Cowles publications. In less than a year after joining NBC he became assistant to the national program director of the tv network, soon afterward became television production manager and after that tv program sales manager.

He became director of NBC unit productions in January 1951, was elected a vice president in June the same year and was put in charge of the NBC Film Div. a year later.

In September 1953 he was given additional duties as executive assistant to Mr. Weaver, then vice chairman of the NBC board. When Mr. Weaver became president, Dec. 4, 1954, Mr. Sarnoff became executive vice president. It was a year later that Mr. Weaver became chairman and Mr. Sarnoff president.

Mr. Kintner entered broadcasting in 1944 after a newspaper career including the writing with Joseph Alsop of a widely syndicated column.

Through friendship with Edward J. Noble, then head and principal stockholder of ABC, Mr. Kintner left journalism to enter radio. He became a vice president of the network in September 1944, executive vice president two years later and president in 1949.

CBS Radio Uncorks Fast Pitch For Economical Network Selling

CBS Radio last week issued one of its "hardest pitches" on behalf of network radio in general and CBS Radio in particular.

In full-page copy-crammed newspaper ads written by CBS Radio Advertising-Promotion Vice President Louis Hausman—placed in the *Wall Street Journal, New York Times,* and *Detroit Free Press*—CBS Radio spelled out in detail why in time of recession "the luxury of the big gesture—of being able to point with pride at advertising—is no longer affordable for its own sake."

The ad spoke in terms of statistics, cited a Leo Burnett Co. study that showed radio to be the most economical medium around, noted that $46,000—"more than the cost of a magazine page . . . and less than the cost of a television program"—would net the CBS Radio advertiser 50 "hard sell" announcements reaching almost 25% of all U. S. families more than five times each within one week at less than 80 cents per thousand family impressions.

The ad went on to cite several CBS Radio "success stories" for such advertisers as Hertz, Scott Paper Co., Curtis Pub. Co., etc.; it talked of how CBS Radio "protects" a client's sales message and what network radio can do "for you."

MBS Credits Programming Change For Record Rise in Advertisers

Mutual last week reported a "record" increase in the number of its advertising clients for the year ending June 30. The network placed the rise at 38% over the corresponding period last year.

Armand Hammer, president-chairman, pointed out it was not possible to compare the gross revenues for the 1957-58 periods with those of the 1956-57 period because of Mutual's revised sales-programming concept. He pointed out, however, that Mutual has been operating "slightly" in the black or at "the break-even point" for the past year, as compared with an "in the red" operation during 1956-57. Mr. Hammer attributed the jump in Mutual's client roster to its new programming and network operation, which went into effect June 2, 1957. This concept emphasizes news, music, sports and special events and calls upon affiliates to pre-clear 17 five-minute newscasts daily.

During the past year, according to Mr. Hammer, 87 different advertisers used MBS' facilities. These included such first-time "small" advertisers as Tee-Pak Inc. and the Spring Air Co. Large-budget advertisers, he said, who used mutual for the first time include AT&T, The Nestle Co., The H. J. Heinz Co., Equitable Life Assurance Society, Florists Telegraph Delivery Assn. and the National L. P. (Liquid Propane) Gas Council.

"National Advertisers," Mr. Hammer commented, "must adjust their budget to include greater expenditures on the local level—where the hardest impact must be made to the ultimate consumer. This, they are finding, can be done most economically by using network radio such as Mutual now airs plus local impact budgets on MBS affiliated stations and in local print."

Renewals Brighten ABC Outlook

The outlook for network radio at mid-year 1958 is "good," Edward J. DeGray, vice president in charge of ABC Radio Network, says in a progress report to be is-

sued today (July 14). "Prospects for ABC Radio in particular are bright, as evidenced by increased billings and the strong support from affiliates," he added. Billings in the past 60 days topped more than $2.3 million, Mr. DeGray said, citing major renewal orders from AFL-CIO and others [AT DEADLINE, June 30]. He noted the continued addition of new affiliates and expansion of the network sales staff as further evidence of the upward trend.

MBS, Intermountain Contract Extended Past 18-Year Record

The signing of a new five-year affiliation agreement between Mutual and the regional Intermountain Network was announced jointly last week by Armand Hammer, MBS board chairman, and George C. Hatch, chairman of IMN and president of KALL Salt Lake City. The pact extends an 18-

ARMAND HAMMER, *MBS president-chairman, signs with George C. Hatch (seated r), Intermountain chairman, to extend the 18-year-old association another five years. Robert F. Hurleigh (standing), MBS Washington vice president, looks on.*

year association between Mutual and Intermountain.

Under the agreement, Mutual network programming will be available to all 45 Intermountain stations, located in Nevada, Idaho, Wyoming, Colorado, Utah, Montana and Nebraska. Adjustments in Mutual's network facilities in these states, Mr. Hammer said, will make possible the transmission of the full schedule of 34 daily newscasts plus weekday feature programming to these stations.

CBS-TV to Videotape Horseraces

Videotape will come to the aid of the CBS Sports Dept. which at times has faced a dilemma in its scheduling. Heretofore, according to CBS Sports Director William C. MacPhail, the *Race of the Week* turf telecasts (4:30-5 p.m. EDT) have had to be restricted to a regional network whenever the 192-station *Saturday Baseball Game of the Week* ran overtime. Now, says Mr. MacPhail, the horseraces will be taped as they are run and will be played back immediately following the close of the baseball games in times of conflict.

'See It Now' Concludes Seven-Year Run on Tv

CBS-TV's *See It Now* with the July 7 report on Germany became "Saw It Now." After a total seven-year-run of 184 shows (not including five specials—two on Israel and Egypt, one on Yugoslavia's Tito, one on Red China's Chou En- Lai, one on Great Britain's Harold MacMillan), *See It Now* has gone off the air. During its course the Ed Murrow-Fred Friendly production attracted sponsors in quality but not in quantity—one of the reasons for its untimely demise.

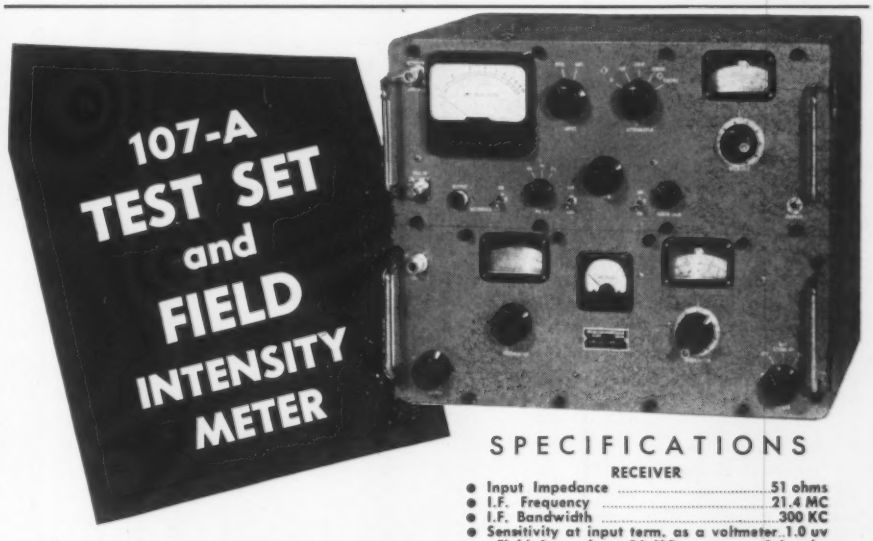
Included in those advertisers riding with *See It Now* were Aluminum Co. of America, Pan-American World Airways, Shulton Inc., and such one-shot participants as the CBS Columbia Record Club and Maybelline. In terms of personnel, *See It Now's* end won't mean loss of jobs. The entire *See It Now* staff will be transferred to the newest Murrow-Friendly project, *Small World,* which debuts this coming season.

See It Now premiered Nov. 18, 1951, evolving out of a CBS Radio series, *Hear It Now,* which in turn was spawned by a series of Columbia Records albums produced by Messrs. Murrow and Friendly as "I can hear it now"—documented recordings of the voices and sounds of history. Albums have covered the 1933-45, 1945-49, and 1919-33 periods; additionally, Columbia has put in "LP" form the soundtrack interviews of the *See It Now* reports with Israel's David Ben Gurion and Egypt's Gamal Abdel Nasser plus a musical report on Louis Armstrong's triumphant tour through Africa and Europe. Mr. Armstrong's junket was based on a *See It Now* report of December 1955, which later was blown up into a full-length feature film for United Artists Corp., produced by Messrs. Murrow and Friendly.

Gottlieb Named to New CBS Post

Lester Gottlieb, general executive at CBS-Tv since May 1956, Thursday (July 10) was named to the new post of CBS-TV director of program development, reporting to programming development vice president, Robert M. Weitman. Head of radio publicity and later talent supervisor for radio at Young & Rubicam between 1944 - 48, Mr. Gottlieb joined CBS Radio in 1948 as programming vice president. He switched to CBS-TV in July 1955 as director of daytime programs.

MR. GOTTLIEB



The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER

- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter ..... 1.0 uv
  - Field Strength at 54 MC ..... 1.6 uv/m
  - Field Strength at 240 MC ..... 6.5 uv/m
- Max. input using external pad supplied ..... 10.0 V
  - Field Strength at 54 MC ..... 16.0 V/M
  - Field Strength at 240 MC ..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS

- 117 volt a-c, 50-400 cycle ..... 60 watts—or
- 6 volt, d-c ..... 8 amperes

NEMS CLARKE
COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND

25 years wiser about show business, Goldenson finds tv the brightest star

Mr. Goldenson, I believe you're celebrating your 25th anniversary in the entertainment business this month.

That's right.

Could you give us the highlights of the changes in the entertainment business as you have seen them?

Entertainment basically has not changed, but I find the tempo changes with the conditions that exist in the world at any given time. If you will look at motion pictures made even five or ten years ago —comedies or musical comedies—you'll see they've become antiquated because the nature of comedy and the nature of music changes so rapidly. On the other hand, straight dramatic presentations do not change as much, except that dramatic presentations have become more psychological compared to those we saw 10, 15, 20 years ago.

Television, of course, has come along during this period. To what extent do you think it will change tastes in entertainment?

Television, you will find, will affect public tastes and attitudes more than any of the other art forms have ever been able to do. And it's just starting.

You started in business with Paramount Pictures?

Yes.

And you stayed with them through the spin off?

Until the spin off.

As a result of the consent decree?

Yes.

And at that time that was United Paramount Theatres.

A new company was formed, yes.

At that time what did it own in the entertainment field other than theatres?

United Paramount Theatres at the time of the spin off owned all of the theatres owned by Paramount Pictures in the United States, in approximately 40 out of the 48 states. They owned a television station in Chicago, a radio station in Columbia, S. C., and a radio station in New Orleans.

The television station, of course, was WBWK.

Yes, it was the second television station on the air in this country.

What would you say were the principal reasons that motivated UPT in going into the merger with ABC?

We had watched television from 1939 when we first experimented with our television station in Chicago. The keen interest which our theatre people took in the medium became apparent quickly. Their ideas and views were somewhat comparable to the ideas that we used in the development of motion pictures and vaudeville. After watching the growth of WBKB, we felt that our people were able to move forward and help in the development of television on a broader scale. When the separation from Paramount Pictures took place on Jan. 1, 1950, one of the first things we did was make an analysis of the possible acquisition of television stations. In the process of making that analysis we had two choices to make: (1) to go out and purchase stations singly (this, we felt, would take a number of years to do), or (2) there was the possibility of merging with a going broadcasting operation such as ABC with its established networks and owned and operated radio and tv stations. Naturally, the latter course afforded us an opportunity to move our calendar ahead much more rapidly. We therefore decided to make that recommendation.

You had a great deal of money available, didn't you?

We had a large cash flow from the depreciation of our theatres, and wanted to put it into some area where it would eventually produce substantial profits and provide growth.

I believe it's correct that during this past year television has contributed more to your total company earnings than the theatres. Is that so?

I believe that's so, yes.

What percentage, do you know?

Well, overall just a small percentage more, but as time goes on, I would think that it would be a little larger all the time.

Does that mean that you feel that the income from television is going to continue to increase substantially? Or do you expect some fall off in the income from theatres?

No, I think, as a matter of fact, that our theatres may very well level off and actually be somewhat ahead this year over last. But I think the growth factor in television is very large.

How many theatres do you have now?

At the present time 529.

Do you plan to dispose of some of those?

Yes. Probably a hundred or more.

You have expanded into a lot of other fields.

LEONARD HARRY GOLDENSON: *b. Dec. 7, 1905, Scottdale, Pa. Graduated Harvard College, then Harvard Law. Hit New York in 1930, pounded streets for nine months before landing clerkship in law firm. During job search applied at Paramount, but was turned down. Finally got into that organization in 1933 when receivers for movie company invited him to reorganize New England theatres. Elected vice president and board member in 1941. Had become president of United Paramount Theatres by time of merger with ABC in 1953, became president of AB-PT at that time. Major outside interest: United Cerebral Palsy Assn., of which he and his wife (the former Isabelle Weinstein) are co-founders and of which he is past president and present board chairman.*

besides broadcasting. I wonder if you would run down that list for us.

Well, first there were our arrangements with the Disney organization. Walt had a special project that had been in his mind for a long time—a Disneyland Park. As a condition of his joining forces with a television network he insisted on financial participation in the park. Both NBC and CBS turned him down. ABC agreed to go forward, acquiring a 35% interest in the park. The other 65% is owned by Disney. The park, as you may know, has been extremely successful. It is being enlarged every year and, in my opinion, will continue to grow. And in keeping with more leisure time, I think more and more people will be flocking to Disneyland, which is in a class by itself.

Was the 35% interest a good investment?

Most assuredly. To return to your original question, we had already gone into one electronics company before we acquired ABC. Dana Atchley Jr., who was in charge of technical research and development for our company after we separated from Paramount Pictures, recommended that we acquire an interest in Microwave Assoc. Inc. Our purpose in acquiring the company was to keep in close touch with all aspects of the electronics industry. Since that time we've acquired two other small electronic companies.

Are they mainly research companies?

No. The Microwave company is basically a manufacturing concern which does a small amount of research. Conversely, a second company—Technical Operations—is primarily research. The third company—Dynametrics—basically deals in mechanical engineering in the electronics field.

And you got into the record business, too?

Yes. That was about 2½ years ago. In order to get into all areas of show business we thought one of the areas should be the recording field. And to head up the company we selected Sam Clark, who had been a general manager of Cadence Records and who had also been a distributor of records in New England. He has been doing an exceptionally fine job.

Did you have any particular purpose other than hoping to make money in going into the record business?

Well, we are of the opinion that you have to develop young talent all the time in the entertainment business. At one time you used to develop talent on the vaudeville stage. You also used to develop it in Class B pictures. Now both of those areas no longer afford an opportunity for young talent to develop. We feel that the recording field offers an opportunity for the development of some of this young talent. For example, when we started with the record company we did not start with any performers who were known. We signed only young people.

As a consequence, we have developed a number of new stars and we think that they will ultimately have possibilities in television, motion pictures and in other fields. We think that the recording company will definitely continue to be an incubator.

Could you give us the names of some of your recording stars.

Eydie Gorme. As you know, she is now very active in night clubs and has made several guest appearances on tv. [Beginning last night (July 13), she and husband Steve Lawrence began a summer run as replacement for the *Steve Allen Show* on NBC-TV-Ed.] Paul Anka who last year had the top record in England and sold well over a million records both here and abroad on his first time out. Johnny Nash who is just 16, in my opinion offers a tremendous potential based on his already demonstrated ability. There is also George Hamilton IV, who is now on the Godfrey morning show. And, of course, you are aware of Danny and the Juniors, who made "At the Hop." All of these people have already hit the "top."

You don't try to hold the talent by contract or anything?

You mean in television?

Within ABC.

No, we do not. As a matter of fact, we don't contract them for television or motion pictures. They're only under contract for recording purposes. We have, however, as good an opportunity, competitively speaking, as anyone to get them if we want them, and somebody has to find ways and means of developing young talent. We think this is one way. Within our motion picture production unit we may put some of these young people to work if they're available.

Can you tell us a little more about your motion picture production?

We started production activity just about a year and a half ago. Our theory of approach once again was experimental. We recognized the need to develop young talent and we felt the motion picture industry was not doing it. Our thought was not necessarily to develop as a production company but rather to encourage production of a greater number of motion pictures. As a consequence we've made a relatively low-budget exploitable type of picture. We are now considering making pictures falling into a higher budget category. But when we go forward with these pictures, the property (that is the story) will be better known and the probabilities are we'll put people in them who are better known than the pictures done to date.

Do you have any plans to finance anything on Broadway? It would be another way of developing talent.

Yes, we do. Ultimately we intend to finance musical as well as dramatic shows.

Are you looking for something new?

Not at the moment. We aren't prepared to move in that directtion as yet, but ultimately we will.

Back to the financing of Disneyland for a moment. Did you people finance the pilot on *Zorro* or any of the other Disney shows?

There's never been a pilot for any of the Disney properties. Walt feels that he does not have to produce pilots to sell his ideas after having been in the business as long as he has.

Do you buy it on story for the idea, is that it?

Yes.

And did you buy *Zorro?*

Yes. There again, motion picture experience helped us, because we had played the Zorro story in our theatres several times, and each time it did extremely well. It is now proving itself in television. Obviously the people are the same who watch

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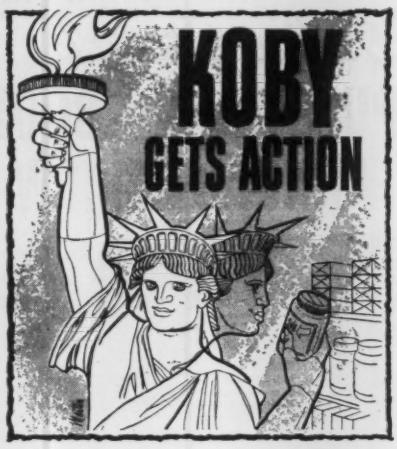

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WNEP-TV/WILK-TV, Scranton/Wilkes-Barre

Tv's destined to

television and who watch motion pictures. The techniques are different, of course, but nevertheless, if a property has been very good in pictures, chances are that properly executed it will do very well in television.

In connection with your production of theatrical films, I've felt that there's something of a paradox there. UPT originally was spun off under a decision, as I understood it, that the same company should not be both producer and exhibitor.

That isn't true. The Supreme Court decision provided that vertical integration in and of itself was not illegal. What was illegal were the practices that had existed in the motion picture industry, namely, fixing of prices, admission prices, the fact that all clearances were the same in all contracts between all of these companies and, therefore, the inference was drawn that they had exchanged views among themselves as to clearances, block booking and blind buying as such, and all of these related practices were held to be illegal. But the owning of theatres and production and distribution under one banner was not held to be illegal. Therefore, when it came time to sign the government decree, I would not agree to sign it unless we had the right to go into production of feature motion pictures. And that was acceded to by the government. In other words, our decree is silent and there is no injunction against us.

In putting the decision into effect, didn't most companies go at it separating production from exhibition?

Yes. They forced the separation of the theatres from production and distribution, on the theory that they wanted them to start clean. Some of the companies signed decrees by which they were not permitted to go into production, but this was not the case for our company.

Would it be possible that AB-PT might attempt to acquire a production company?

We're not permitted to do so.

You say you are not permitted to do this?

That is correct. We are not permitted to acquire a major motion picture company. There is an injunction against that under the government decree.

You can start a television production?

Oh sure.

Do you have any plans for producing your own television films?

Yes, we would, but our thinking is, and has always been, that you cannot monopolize under one banner the brains and the creative man power needed for maximum success. I personally have always felt in a free and open market it's better to try to make arrangements with independent producers. That has been our policy and I think it has been a sound one.

How about live shows? Will you produce your own?

We produce many of our live shows, and we will produce a lot of live shows next season on our own.

Are you planning to do specials or spectaculars?

Yes. One of the things that has held us up in our desire to do that was the lack of clearances and the lack of facilities. ABC has suffered by comparison with the other two networks because we did not have primary affiliates necessary for live clearances in all top markets of the country. Now with Pittsburgh coming on the air this fall and with just a few markets lacking in the top 100, I would think the time is coming when we can do it.

Are you planning such a series?

We're planning special shows as illustrated by our scheduling of Bing Crosby next season, for example.

Do you have any idea how many you will have during the year?

No. There again it depends on our ability to get the proper producers, writers, and talent to appear in them . . . and, of course, live clearances.

Would you assign this to one producer or several producers?

I would think we would assign various producers.

This will be on a once-a-month basis?

No firm pattern of scheduling has been set up. We would prefer to try to keep ourselves fluid rather than be bound by such restrictions.

Hour or hour and a half?

There again it depends on the property. If the property can be best served through an hour and a half presentation, we'll do it in an hour and a half.

Do you think the specials, or spectaculars, whatever term you want, are effective?

For certain types of advertisers I think they are. Bear in mind, you always have hanging over you the hazards that the public expects so much in a special they may not always have their desires satisfied. And that's why I think it's incumbent upon a network to have the ingredients of a special so important and so good that the public won't be let down. That's why we want to approach it cautiously; to make our specials *special.*

Would videotape help you in the clearance problem, particularly with spectaculars next fall?

Videotape will help us without question.

You will use it most likely for those types of programs?

We will use it whenever it will improve our service. We have videotape established now in tv's key areas—New York, Chicago and Los Angeles—so we will be able to tape shows and hold there for rebroadcasting.

What is the clearance now? Is it up to 90%?

Our average coverage factor is approximately 90% right now. Fortunately, we can now deliver close to 95% should advertisers require it.

What do the other networks have?

Somewhere slightly in excess of 95% live and delayed.

You mentioned that specials, or spectaculars, would be good for certain types of advertisers or in certain situations. Would you develop that a little bit, please?

The special show affords an advertiser with a seasonal product, for example, an opportunity to heavily merchandise that particular product with his dealers. From that standpoint the special can have added impact. Basically, however, the real strength and vitality of television is in your regular week-in and week-out programs. The strength of motion pictures was also the habit of going to motion pictures on a regular basis. And that habit was, in part, taken away from motion pictures and acquired by television. It would be unfor-

be world-wide—and ABC's making plans

tunate to weaken that habit and we don't intend to. But we do think that there are opportunities from time to time for programs fitting into the category of specials.

Have you had many requests from advertising agencies for specials?

No, not many.

Do you think television is going to develop into a world-wide operation?

No question about it.

Are you making plans in this direction?

Yes.

Would you tell us what they are?

I think you would have the same problem in the development of a world-wide market that you had in the United States—lack of facilities. Therefore, the proper way to try to get into the world-wide market is through film in the first instance. When you have sufficiently uniform television facilities around the world, then you can have world-wide television. You then may very well broadcast live and hold the program on video tape, just as we are now doing in this country, for rebroadcasting at the proper hour. The difference between England and here of course, is five hours, and the difference between here and Japan is six hours. Eventually, there will be live telecasts and intercontinental programs will be held on tape, for retransmission at appropriate times, thereby compensating for major time difference. I hope this day will come quickly, because I think that world-wide television can be a tremendous aid in fostering international goodwill. But, in the meantime, I believe the proper way to try to get into these countries is through film. With this in mind we already are setting up a world-wide organization.

Is this being done by ABC?

ABC Film Syndication.

Do you have any arrangements with any foreign telecasters or organizations?

No.

Have you sold any of your syndications?

Oh yes. We've dubbed a number of our properties in Spanish and Portuguese for the South American market. We're also dubbing properties in French.

What are some of these properties?

Racket Squad, Code 3 and *Wyatt Earp* have been sold, as have *26 Men, Sheena* and *Three Musketeers. Jim Bowie* is now going into foreign markets. *Maverick* has been shown in some areas, as has *Cheyenne.* And as time goes on, we will obviously try to sell more. There are problems such as our being limited in England right now. They have a quota whereby only approximately 15 to 20% of tv time can be given to American product.

Isn't the foreign field becoming very competitive with all the package firms?

Yes. There are very few availabilities for that reason. That's why I get back to the lack of facilities. I think ultimately you'll have a third network in England, and it will be commercial. When that third network opens up you'll have three competing facilities. That will open the way for greater clearances of American programs in England. The same will be true ultimately in Germany, Italy, Africa, Australia and a number of other countries.

At the moment, it seems that all they have of Americans are westerns. They probably think all of us ride to work on horses.

You must understand that sometimes American comedy is not always readily understood in foreign markets. That was true in motion pictures. Dramatic presentations always did much better in foreign markets. "The Ten Commandments," as an example, is world-wide and it has done fabulously well. Surprisingly, "Peyton Place," even though it concerns itself with a segment of a population in the United States, has done extremely well in the world-wide market; but it's drama.

Will you bring us up-to-date as to ABC's plans for color-television?

We feel very strongly that color ultimately will be an important factor in television broadcasting. We don't think that time has arrived as yet with the limited number of sets in the hands of the public. When a curve—a sales curve—looks like it's starting to go up at a substantial rate, we intend to convert to color. In the meantime, however, we don't expect to get caught short. We have converted our Chicago facilities for color. Grids are all set for color, as well as wiring and air conditioning. All we have to do is move the equipment in.

Our new Detroit facilities, on which we will spend well over $4 million, will be ready for color. The new tower will go up as soon as the FCC approves it, and will be 1,000 ft. high. All improvements should be complete by the spring of next year or earlier. On the West Coast we have the plans drawn now for two studios that will be equipped for color. Our plans call for similar color development in our New York studios.

AB-PT has a cash reserve set aside for color?

Yes.

What are you doing about training your people to color?

We have no problem there. The manufacturers of color equipment have voluntarily offered to furnish all of the engineering necessary—with the full benefit of their experience—to train our staff. In this way we will get maximum benefit from their experience.

How many color sets would you like to see in homes before ABC goes into color?

It's not the number, it's the trend. If we see that they're starting to sell at the rate of a couple of million a year this would be a good indication that the trend has started.

How about the radio network? What are your plans?

Well, we, as you know, tried to reverse a trend that we saw developing in radio networks over the period of the last five, six years, particularly since television has become so dominant. Seeing that trend develop we couldn't sit by and let it happen without trying to reverse the trend. It was with that in mind that we have tried several new program concepts. Unfortunately, we have not met with the success we had hoped for. We have spent a lot of money trying to reverse a trend. We are now cutting back to the very bone with news and Don McNeill. We hope to build from there.

Do you think that four networks can be supported?

It's hard for me to answer that question. I just don't know. A lot of people were

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NBC and CBS locked up top talent—we're building our own

skeptical as to whether three television networks could be supported, and I am sure there is no doubt in those same minds now.

Do you think that there is room for live dramatic shows in television?

I certainly do.

Do you think we'll see more of them on ABC?

We hope we can launch a live dramatic show this fall.

Would that be produced, or originated rather, here in New York?

It may originate in Canada.

Why in Canada?

Because we feel that here is an opportunity for widening the vistas of television, and another first for ABC if we can launch it.

What is the program?

It's a dramatic hour program with excellent entertainment values.

Does Paramount Theatre experience help the television network in reaching or getting top talent?

Yes, personal relationships are very important. After all, all of these buildings are brick and brass and mortar. Human beings are what makes them tick.

That's right. I just wondered why you didn't have more top talent on ABC. Is it money?

No, it's not that. You've got to recognize that by the time of the merger, most of the top talent had already been locked up by NBC and CBS. Not much talent was available. That is why we are developing a lot of new talent such as Dick Clark, who in our opinion will be the Godfrey of the next 10 years for the younger housewives. We're building our own talent. Your Hugh O'Brians, and your James Garners, and your Jack Kelleys—all of these are new people and until they came to ABC they were unknown. We're making new stars today. James Garner is as important in his way as Clark Gable was in his heyday. We have built up new people who are more important today than most theatrical stars you can name.

Do you think eventually that there will be some type of exchange between ABC-built talent and your motion picture production?

I don't think so. The only way they can develop their own vitality is to let them develop their own strength.

I was thinking of the Disney principle.

Each of our units is independently operated and the strength of those units will depend on their ability and their ingenuity. If it were otherwise, you'd have weak people at the head of each unit because you can't let one rely on the strength of somebody else. They'll eventually dry up.

You work on the theory of autonomy for your various divisions?

Each division stands on its own feet. The television network is autonomous, and so is the radio network. Our stations are autonomous, our theatres are autonomous, and so are our record and electronic companies and Disneyland Park.

One of your competitors in television has recently decided a television network is too big to be run by one overall head and is separated between network and stations. What do you think about that sort of lineup?

We also are operating that way and I think it's good.

Do you think ABC is in a better bargaining position than it was two years ago?

Relative to the other two networks there is no question about it.

Competitively—at least according to the PIB figures and other such figures on gross billing—ABC has been quite a bit behind the other two networks.

Yes.

When do you expect to see a real reversal of the type that will show up in the figures?

We're gaining in our grosses about 35% a year. The others are gaining at the rate of 6% or 7% or 14% in a year. If we can keep up that ratio long enough, we'll be up there. The real breakthrough will come when we more fully examine our daytime schedule.

Are you planning any more westerns? Easterns? Adult westerns?

We're hoping that we'll change the trend somewhat. We have a show in an hour form called *Target: Public Enemy* that we hope to launch this fall. It is completely new and different.

Is that a cops and robbers type thing?

It's done more from a standpoint of public overtones, but it's presented in an extremely dramatic way. We believe it will create a trend in television just as we did with *Cheyenne* in introducing the adult western, which was then followed by *Gunsmoke* and *Wyatt Earp* and the rest. But we think we can establish another trend here.

Are you negotiating for any new talent deal right now?

We're always interested.

Do you have anything to add?

Yes, I do. It is important for those of us in television to realize that we are in the most exciting medium that has ever been known to the advertising industry, and as far as public service and entertainment are concerned it has virtually no limits. I think that the potentials are simply tremendous, and the full utilization of television hasn't even started. Television, through closed circuits and various other applications, has great potential to do a great public service job in the medical field alone. For example, we would like to telecast, via closed circuit, a monthly refresher course for doctors assembled in theatres throughout the country. We are thinking along these lines because, in our opinion, science is moving so rapidly that doctors cannot keep abreast of the recent developments.

Are you taking steps in that direction?

Yes. We already have had a number of discussions along these lines in key cities, and if we can establish a refresher course on a monthly basis—one month coming from a top medical professor at Harvard, another at Chicago, another at Penn, and others—you can then, by assembling the top doctors as instructors, keep the country doctors up to date with the modern methods that are being employed by science. This can save thousands and thousands of lives throughout this country and render a real public service. These are utilizations of television that haven't even been started in this field that offer great potential, great possibility.

Did you restrict it to doctors?

Oh, no. I just used this as one of the examples of the many opportunities which lie ahead for television. I don't think we've even scratched the surface. Perhaps we can scratch well below the surface in education. Now, the moment you label something educational, there are people who won't turn on the television set. Yet our *Disneyland* series has shown that education can be entertaining and draw large audiences. This year one of the *Disneyland* specials will be "The Romance of Numbers." This program, through entertainment, will try to interest the public in the importance of mathematics. Disney doesn't call it math. If you were to call it math, nobody would turn the set on. But what he's going to do is to show—going back to the caveman—how a caveman could not have developed from his primitive state without the utilization of numbers.

Education and mathematics of course bring to mind one of our great problems today—our position *vis a vis* Russia. Whether in this area of science and education or others, the times call for constant awareness of the world state of affairs. It is important for the communications media—in our case, broadcasting—to assume the necessary responsibilities to contribute to an informed public and electorate, in view of Russia's continued intensive campaign to win the minds of people, a situation that may well continue for many years.

One other question. With AB-PT having all these various divisions, companies and interests, how is your time divided?

I try to keep myself available to all divisions at all times. I will continue to operate that way. **END**

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OUTSTRETCHED HANDS are ready to carry away the deceased rock and roll record collection of WJQS Jackson, Miss., at the station's special "funeral" to announce its switch to "good music" programming. More than 750 teenagers attended the funeral-frolic at a suburban shopping center. The stock of 5,000 records was delivered to the burial site in a coffin on a truck draped with black crepe. Personalities like Al Wiman (above) tossed them to the not-so-grieving friends. Lew Heilbroner, WJQS general manager, announced the death sentence of the station's 2½-hour nighttime rock and roll segment after studying results of the same change-over made previously in its daytime programming.

WAMO Honors Alaska Signing

President Eisenhower's signing of the Alaska statehood bill was celebrated by WAMO Pittsburgh, Pa., with award of a share of stock in an Alaskan gold mine to the Pittsburgh baby born closest to the time of signing (3:20 p.m., July 7). The stock in Alaskan Gold Mining Inc. is registered on the New York Stock Exchange.

Two Stations Take to Water

KWTV (TV) Oklahoma City, Okla., and WCAU-TV Philadelphia have sponsored appearances by the Tommy Bartlett Water Thrill Show as summer promotions. The shows were staged admission-free by the stations to express appreciation to their viewers.

An estimated 80,000 persons lined the banks of the Schuylkill River in Philadelphia for WCAU-TV's *Salute to Summer*. The televised event began with a boat parade featuring station personalities and appearances by the Schuylkill Navy and the Quaker City String Band, known as the "Mummers." Because of an overflow crowd a complete second show was given further down the river.

More than 100,000 persons attended the KWTV sponsored water show held at Lake Murray, 125 miles from Oklahoma City, on three successive days. The station promoted the event for two weeks in advance.

WOR-TV Awards 10-Day Cruise

Edward I. Barz, media research analyst, Foote, Cone & Belding, New York, last week was named first-prize winner in a "match the movie" contest conducted by WOR-TV New York, which attracted 371 entries from advertising agency personnel. Mr. Barz will use the 10-day, first-prize cruise for two to Nassau as a honeymoon trip, starting Aug. 10. Sixteen entries, including Mr. Barz', were correct in matching the titles of feature films to be shown on WOR-TV's *Million Dollar Movie* with quotations from critics describing the features. Marion Jackson, media research supervisor of FC&B, won second place and was presented an air-conditioner.

Phillie Fans See WFIL Stars

WFIL-AM-TV attracted more than 23,000 persons to Connie Mack Stadium June 24 for sideline entertainment before a game between the Phillies and the Chicago Cubs which concluded the stations' "Star Night at the Phillies."

Stars of both stations entertained fans for two hours before game time. WFIL-TV cowgirl Sally Starr originated her 6 to 7 p.m. program from the diamond, with coaches and players as guests. A 45-minute variety show featuring stars of both stations and award of a 1958 Rambler automobile followed Miss Starr's show. The auto prize was given for the best entry in the "Why I Will Attend WFIL Star Night" contest, one of the promotion highlights.

'Today' Moves to New Studio

NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m.) moved into new and larger quarters in Studio 3K of the RCA Bldg., last Monday (July 7), occupying an area 4½ times larger than the old space in the RCA Exhibition Hall. A network spokesman said the move will permit expanded facilities for bringing additional direct lines from NBC correspondents and the use of special electronic and other technical effects previously unavailable, including rear-screen projection to provide scenic, animated and other background effects.

WSOC-TV Sticks With Script

WSOC-TV Charlotte, N. C., stayed with the script for its promotion of the film series, *Union Pacific*. During the week before the series debut, station personalities clanged through Charlotte streets in a rented replica of a "40-and-8" train engine. The name of the show, time and channels were prominently displayed on the vehicle.

Outdoor Wrestling Marks July 4

Approximately 3,500 persons attended a July 4 outdoor wrestling spectacular televised by KETV (TV) Omaha, Neb., from a ring set-up in the station's parking lot. The free hour-long show featured two professional wrestling matches and interviews between KETV Sports Director Bob Wilson and persons connected with the sport. Camera crews operated from the second-story windows of the station.

WPEN Teams up for Safety Drive

WPEN Philadelphia and the Metropolitan Life Insurance Co. have embarked on a summer campaign to deliver traffic safety messages to Philadelphia homes. Metropolitan's regular spot announcements on the *Jack O'Reilly Early Morning Show* and the *Noon News* are being devoted to safety messages. A "Guide to Safe Driving," published by Metropolitan, will be sent to listeners who request copies from WPEN.

WORL Weekends With Listeners

To celebrate its ninth anniversary and the first year of its "950 Club" music format WORL Boston, Mass., arranged for 1,000 listeners to have a "Weekend With the Stars" in New York June 14-15. The show train expedition was promoted by four WORL d.j.'s who accompanied the Bostonians.

Round trip tickets and the New York entertainment, food and hotel expenses, including tips, cost each listener $29.95 for

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Station 2	29.3%	31.3%
Station 3	24.7%	28.7%
Station 4	13.9%	11.1%

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the complete package. The first afternoon in New York, WORL broadcast a four-hour show from Manhattan Center to Boston. Guest stars visited with the crowd and signed autographs during the coke and cocktail party broadcast. Other highlights of the weekend included Broadway shows, a boat cruise around Manhattan and a dance and floor show with Emil Coleman's Waldorf-Astoria orchestra at the Manhattan Center.

KDKA Answers Legal Questions

Do you need a will? Can a man sell a car without his wife's consent? And, are you responsible when Junior breaks the neighbor's window? Such matters are discussed on "The Law Says," a new weekly feature of *Program Pm* (Mon.-Sat., 8-10 p.m.) on KDKA Pittsburgh, Pa.

Each Thursday at 8:30 p.m., a prominent local attorney from the Allegheny County Bar Assn. appears on "The Law Says" to deal with legal rights and responsibilities of citizens. Program host John Stewart introduces the speakers.

Iceman Cometh to WAVZ Contest

WAVZ New Haven, Conn., sponsored an "Operation Cool Off" contest during the July heat wave. Two tons of ice were piled in the Hamden Plaza Shopping Center parking lot for contestants to guess the exact day, hour, minute and second that the ice would disappear. A hot incentive for a cool promotion was the prize of an air-conditioner.

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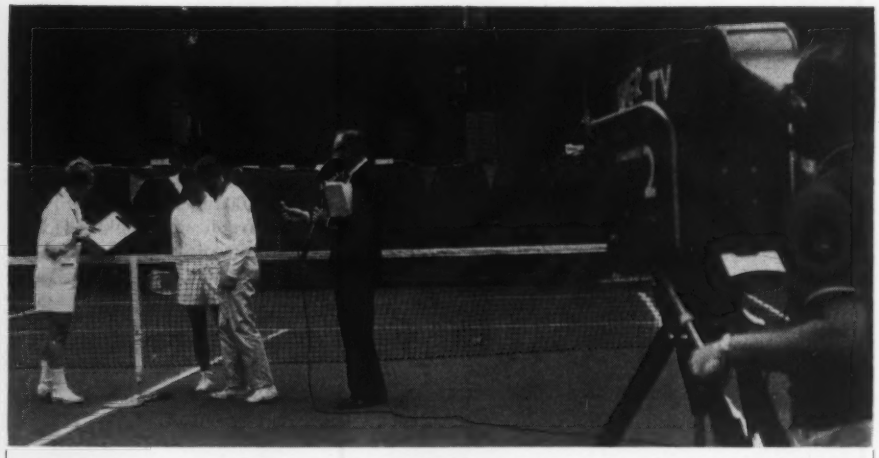


POINTERS on tennis are given by well-known players after each set during the *Tennis Show* on WGR-TV Buffalo, from a court in the station's outdoor studio. Announcer Bill Mazer interviews participants in the Saturday 4-6 p.m. telecasts which were extended from 90 minutes after "overwhelming viewers approval." Two and three cameras are used for singles and doubles matches between top local players who compete for best two out of three sets.

WTOV-TV Starts Panel Series

Plans for 60 half-hour panel discussions on the public school segregation problem have been completed by WTOV-TV Norfolk, Va., Tim Bright, station manager, has announced. The televised programs, which started July 1 and will continue four nights a week through September, are directed by Harold McQuiston on the *Man About Town Show* and Jack Murden on the *Jack Murden Show*.

Leaders of more than 500 local civic, social, religious and business organizations will present views on how the segregation problem should be handled in Norfolk and whether any public school should be closed to prevent integration. Invitations were sent to Norfolk organizations whose representatives may request their own time to appear on the panel.

KTAG (TV) Goes Out for Ball

KTAG (TV) Lake Charles, La., has boosted local interest in the Pee Wee League by televising the young players' Saturday morning baseball games. The station built its own field, complete with dug-outs, backstops and seating, on its property next to the studio. Construction work was done by the Lake Charles Pee Wee League. The new diamond was named Al Dark Field at dedication ceremonies before the first televised game in June.

KNXT (TV) Sets First Editorial

A few months back Clark George, general manager of KNXT (TV) Los Angeles, announced that this CBS-owned tv station was planning to editorialize on issues of utmost importance. Last week he backed up that announcement with a second one, that in August, KNXT will broadcast its first editorial on the controversial subject of capital punishment.

The presentation will be at the end of an hour-long program, with the working title *Thou Shalt Not Kill,* which will include the opinions of prison officials, district attorneys, judges, clergymen, doctors, psychiatrists and convicts. These views, now being filmed, will take up the first 50 minutes of the hour. Then will come a five-minute rundown and summation of the arguments. Finally, KNXT newsman Bill Stout will deliver the station editorial.

WGBH-FM Joins BBC Discussion

Educational station WGBH-FM Boston participated in an international discussion of the crisis in France and Algeria June 5 on a hook-up of stations to the live BBC series, *Radio Link,* in London. Donald C. McKay, professor of history at Amherst College, exchanged views from the WGBH-FM studios with five commentators located in Paris, Cologne and London. Mr. McKay's remarks were carried by telephone to New York and by cable to London.

WBC Displays New Rankings

Westinghouse Broadcasting Co. is distributing a miniature chart easel to advertisers and agencies to illustrate the ratings enjoyed by WBC radio-tv stations. Two 5x5-in. cards are enclosed to display on the cardboard stand. The radio chart lists the Pulse, Nielsen and Hooper audience rankings for the six WBC stations as of June 16. The other card shows the ARB, Metro Nielsen and total Nielsen rankings for the five tv stations for the same date.

Racers Interviewed in Hi-Fi

Two currently-raging fads—sports cars and hi-fi sound—are being merged into a cultist's program on WBAI (FM) New York. Thursday evenings from 8-8:15 p.m., John Griffin conducts "in hi-fi" on-the-spot interviews with racing drivers at various sports events. Backing the talks are sounds of roaring motors and screeching tires, in hi-fi, of course.

WLIB Appraises Negro Status

Harlem-based WLIB New York has initiated a 10-week long *Project 58* campaign designed to keep the New York Negro apprised of his current social and

economic status. The series of 40 programs in the news and special events realm will be heard Sunday-Thursday in the early evening hours. The programs—described as "the story of New York City's Negro families' struggle for respectability"—will take up family relations in Harlem, the benefits of college education, employment problems facing the city's 1.5 million Negro population, etc. *Project* 58 is under the direct supervision of George W. Goodman, WLIB news-special events director; reporters are Randolph White and Howard Sanders.

WBKB (TV) Show Offers Dolls

A Mary Hartline doll complete with 10-piece wardrobe is being offered to child viewers of WBKB (TV) Chicago's *Princess Mary's Castle* in conjunction with the Squirt Bottling Co., part-time sponsor of series. Designed by Mary Hartline Enterprises for the former star of ABC-TV's *Super Circus,* the doll is plastic, which permits affixing gowns with harmless static electricity, according to WBKB. Viewers may obtain the unit by submitting names, a Squirt bottle cap and 25 cents in coins.

Jessel to Start Series in Fall

George Jessel will star in his own series on KCOP (TV) Los Angeles, beginning in September, Alvin G. Flanagan, KCOP general manager, has announced. With top show names of business, sports, politics and the arts as guests, the Jessel program will follow the format developed successfully by KCOP, Mr. Flanagan said: "Controversial interviews, light-and-airy conversation with prominent persons and with celebrities performing what comes naturally to their fame and fortune."

'Susannah' Goes to WDSU-TV

World premiere television rights for "Susannah," the U.S. opera offering at the Brussels World Fair, have been purchased by WDSU-TV New Orleans, La., Robert D. Swezey, vice president and general manager of WDSU-TV, announced. A program of opera excerpts was presented last Saturday evening (July 12) in the first of the summer season's Crescent City Pops Concerts and featured Norman Treigle, one of the opera performers and a native of New Orleans. In past years the station has written and produced special telecasts to inaugurate the Pops Concerts season. Sponsor for the opera telecasts is Family Real Estate, New Orleans.

KUON-TV Features SAC Base

A series of seven programs describing the activities of the Lincoln, Neb., Air Force Base has been undertaken by KUON-TV Lincoln in cooperation with the base public information office. Titled *Wings Over Lincoln,* the series uses film inserts and features live presentations by Strategic Air Command personnel. The programs, seen on Thursday nights, have shown preparations for a flight mission, survival, the body in flight and the city of "Lincoln Air Force Base." Program director is KUON-TV's Al Hotaling.

KTBC-TV Gives Classroom Report

More than 1,300 students in the Austin, Tex., public schools appeared in the film and live series of 26 *Candid Classroom* shows presented by KTBC-TV Austin during the past school year. In addition to seeing their children, parents observed the instruction of 27 teachers and were given school information from 25 administrators. Arrangements for the educational tv series were made by Bill Kitchen, co-ordinator of community relations for the public schools.

KOLO-TV Gives Time to Groups

KOLO-TV Reno, Nev., has mailed complimentary receipted statements for public service time in amounts of $7,232.80 for April and $7,011.15 for May to local, state and national service organizations. The station offers public service time free to any service group, with only the restriction that nothing may be publicized if there is a charge connected with it in any way. Each of an average 30 organizations per month gets an average $233 worth of time at regularly published rates.

WGBH-TV Shows Boston Arts

WGBH-TV Boston furnished live tv coverage of programs in the Boston Arts Festival during June. The telecasts on the educational channel were made possible through a donation from the Junior League of Boston Inc. to the WGBH Educational Foundation. The station's cameras roamed through the Public Gardens every evening except Wednesdays and Saturdays to pick up exhibitions of ballet, jazz, opera, poetry, folk dance, painting, photography, architecture and hand-made art. The final telecast June 22 presented the Boston Symphony Orchestra playing Handel's "Water Music" while aboard swanboats in the garden lagoon.

WCHS-TV Telecasts Caesarian

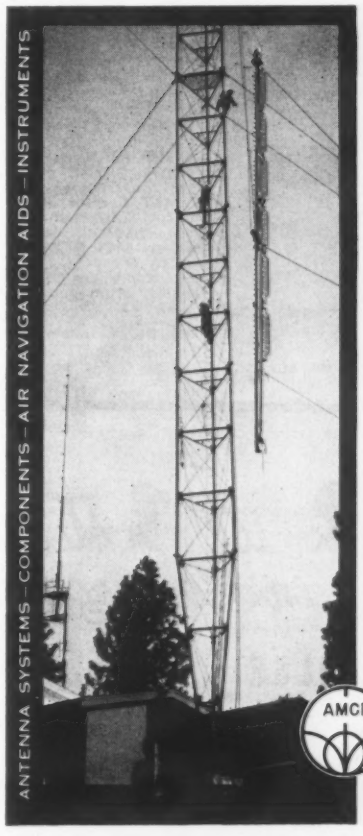
WCHS-TV Charleston, W. Va., tonight (July 14) at 9 p.m. will televise the Caesarian birth of a baby from the operating room of the Charleston Memorial Hospital. The program, in cooperation with Kanawha Medical Society, is presented "to increase public knowledge of modern medical techniques."

KAYO Airs Anti-Recession Spots

"KAYO the Recession" is the theme of a campaign for better business this summer by KAYO Seattle in cooperation with the local chamber of commerce. The station is programming 30 and 60-second non-commercial messages from leading business and civic leaders regarding the city's present and future economic prospects. Eight spot statements are scheduled each weekday with additional spots on weekends.

WTTG (TV) Starts Health Quiz

WTTG (TV) Washington, D. C., is presenting a nightly public health series *TB-Tv Quiz.* Beginning last Monday (July 7) and running through Aug. 29, the pro-



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299 ATLANTIC AVE., BOSTON, MASS.

CKLW DETROIT distributed this promotional device to show prospective advertisers the program roster. Placed on the revolving circle are pictures of six of the station's personalities. With a twist of the wheel a face appears in the "open eye" and the name appears in the "open mouth" with the program title and time segment.

gram offers prizes donated by local merchants to viewers sending in the correct answers to two questions asked each night about tuberculosis. Answers are drawn for nightly winners and their cards replaced for drawing of the weekly prizes. On the last night of the program, 50 names will be selected for the grand prize, a 1958 Ford. Finalists are to write in 50 words or less, "What I have learned about tuberculosis during the *TB-Tv Quiz*." Program host is Weldon Walder.

WMAZ-AM-TV Attend Store Event

Personalities of WMAZ-AM-TV Macon, Ga., entertained crowds of shoppers during "Fan Fare Night" at the J. J. Newberry Co. in Macon. The store's promotional event was publicized only through pictures of the stations' personalities displayed in the store windows and with spot announcements on both stations. The only merchandise promoted for special sale was portable water coolers. However, shoppers, visitors and sales exceeded all expectations, the stations report.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

CARL F. PRELL re-elected president of Lamport, Fox, Prell and Dolk, Inc., South Bend, Ind. **IRVIN S. DOLK** has resigned as v.p. and treasurer but will continue in consulting capacity. Other officers named were **A. J. DENNISTON**, v.p. and secretary; **RICHARD B. LUDEWIG**, v.p., and treasurer, and **CLEMENT B. HAINES**, v.p. **WALTER A. RITKE** and **J. WYNN SMITH** appointed account executives.

MR. MILLAR

GERALD M. MILLAR, account executive, Brooke, Smith, French & Dorrance, and **CHARLES V. HICKS**, executive copy director, elected v.p.'s.

CAL J. McCARTHY, veteran of 18 years in agency field appointed v.p. and account supervisor at Foote, Cone & Belding, N. Y. He reportedly will handle new business development formerly under aegis of **DAVID N. LAUX**, who has moved to Lennen & Newell as senior v.p. on P. Lorillard Co. account [At Deadline, June 30].

MR. HICKS

BURT COCHRAN, former v.p. of McCann-Erickson and manager of its L. A. office, has become principal in Barton A. Stebbins Adv., L. A., which concurrently has changed its names to Stebbins & Cochran. **BARTON A. STEBBINS** is president; **MR. COCHRAN**, executive v.p. and **DOROTHY M. ELLIOTT**, secretary-treasurer.

MR. MOORE

KENNETH V. MOORE, formerly L. A. manager, Johnson & Lewis, joins Ross Roy Inc. as v.p. to head Hollywood office and western states operation, replacing **JOSEPH G. MOHL**, who becomes Dodge Truck account executive.

HAROLD S. McCULLAGH, formerly with Curtis Lighting Inc., to Needham, Louis & Brorby Inc., Chicago, accounting department as comptroller.

MR. ADAMS

CHARLES ADAMS, formerly advertising product group manager for General Mills, appointed director of advertising for Theo. Hamm Brewing Co., St. Paul, Minn., succeeding **JACK MORAN**, resigning to accept sales position with Lakeside Plastics Co., Duluth, Minn., and Chicago.

FRED WILLIS, market research director, Toni division of Gillette Co., Chicago, named director of marketing development, newly-created position, and **JOSEPH L. SHAPIRO** promoted from assistant market research director to market research chief, succeeding Mr. Willis.

GEORGE A. BARON has resigned as general manager and sales director of KFMU (FM) Glendale, Calif., to become general manager of Lionel & Simons, Hollywood.

EDMUND ROGERS JR., formerly with New York Service of N. W. Ayer & Son, to agency's radio-tv department in charge of tv program supervision. **JOHN E. NAYLOR** to New York Service from Ayer's program production staff.

HELEN AYERS, copywriter since 1952 with Dancer-Fitzgerald-Sample, N. Y., promoted to copy supervisor.

JACK RAYEL, formerly with CBS-TV and NBC-TV in executive programming capacities, to N. W. Ayer & Son, N. Y., as program supervisor in radio-tv department.

WILLIAM MATHESIUS JR., formerly with Warwick & Legler, N. Y., has joined Erwin Wasey, Ruthrauff & Ryan, N. Y., as account executive.

ALBERT W. KEHR, sales promotion manager, Joseph Katz Co., N. Y., and Baltimore, to account executive, American Oil Co., Katz client.

A. J. BOUCHARD, formerly with McCann-Erickson, joins Paris & Peart as account executive.

M. J. MARION, formerly with Fuller, Smith & Ross, to Vic Maitland & Assoc., as account executive in industrial division.

ANNETTE BACHNER, staff member of radio-tv dept., N. W. Ayer & Son, N. Y., promoted to account supervisor for production of commercials, concentrating on Armour & Co. account.

GERALD SHAPIRO, v.p. and senior account executive, Norman, Craig & Kummel, N. Y., to Maiden Form Brassiere Co., N. Y., as advertising manager.

ANDY POTTER, tv director, Reach, McClinton & Co., L. A., resigns to head Stereo-Tv, L. A., program service.

HOWARD L. DAVIS, formerly director of NBC-TV's *Today* program, to N. W. Ayer & Son, Philadelphia, copy department. **WANDA L. HANCOCK**, research staff, *Tv Guide*, Philadelphia, to Ayer's media research staff.

NORM PRESCOTT, WBZ-WBZA Boston-Springfield d. j., has received August 1958 award from *People Today* magazine for "outstanding service to the community and setting a fine example to youth."

EDWARD N. MAYER JR., v.p., McCann-Erickson and executive v.p. for Communications Counselors and Sales Communications Inc., has received Colgate U. Alumni Association's 1958 award for "distinguished service to the university."

FRANK G. CHRISTIAN, 63, who retired last year from Lindsey & Co., Richmond, Va., died June 29 following heart attack.

NETWORKS

MR. HOUGH

HAL HOUGH, program director of WCBS-TV New York, has moved into newly-created position of director of program services, CBS-TV owned and operated stations. He will be succeeded at WCBS-TV by **DAN GALLAGHER**, formerly associate program director of station.

JOHN M. GRACE promoted from assistant director of sales service to sales service director of ABC-TV central div. He succeeds **JAMES H. KNOX**, resigned.

MAURICE SEGAL, assistant publicity manager, United Artists Corp., to west coast publicity coordinator, UA and UA-TV, succeeding Leon Roth, resigned to become v.p. of Mirisch Co., independent theatrical and tv film producers.

IN AKRON, O.
WAKR is 1st.
in Audience...in Coverage
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Check
* Hooper, Jan.-Mar., 1958
‡ Pulse, Jan., 1958
§ Nielsen, NCS #2
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New York, Chicago, Detroit, Los Angeles
San Francisco
or KEN KEEGAN
PO. 2-8811, Akron

BOYS WILL BE BOYS

Script changes are hastily being made in TPA's segment of *Fury*, scheduled to be filmed today (July 14), to accommodate a star sporting two blackeyes, a broken nose and several inches of adhesive tape.

Nine-year-old Roger Mobley finished his first day's shooting of *Fury* June 30; went home, changed into his Little League baseball suit and went out to play ball with his friends. Minutes later, a bat slipped from a teammate's hands, and hit young Roger across the face. But with the usual resilience of small boys—and the aforementioned script-changes—he will be back before the cameras today.

CRAIG ROGERS, account executive for KHJ Los Angeles and Don Lee Network, named account executive for KNX Los Angeles and CBS Radio Pacific Network sales department, succeeding **WILLIAM WELLER**, appointed KNX marketing representative.

BILL ATKINSON resigns as NBC unit manager for executive post in motion picture production with missile system division, Lockheed Aircraft Corp., Sunnyvale, Calif.

WILLIAM BERNS, NBC international consultant, assigned to Yugoslavia for year as television advisor to Yugoslav government.

FILM

MR. VICTORY

MR. BARUCH

JAMES T. VICTORY, who has been with CBS Television Film Sales since 1953, and **RALPH M. BARUCH**, who has been with firm since 1954, have been promoted to account supervisors. They will supervise territory covered by CBS Film, U.S., N. Y. office which will be divided into two districts. Mr. Victory will be responsible for New York state, Connecticut, Baltimore and Washington and Mr. Baruch will have Pennsylvania, Virginia and West Virginia. N. Y. agencies will be divided between them.

WILLIAM CASTLE, previously producer-director of *Men of Annapolis* and *Meet McGraw*, will produce tv series, *Tales of the Haunted House* in association with Interstate Television Corp.

JOHN POMMER resigns as assistant director with Revue Productions to assume similar post with *The Millionaire* tv film series.

STATIONS

MR. McGREEDY

ROBERT M. McGREEDY, v.p. in charge of sales for WCAU-TV Philadelphia appointed v.p. in charge of television, succeeding **CHARLES VANDA**, resigned. Other promotions include **MARVIN L. SHAPIRO**, formerly national sales manager, to director of tv sales and **E. GORDON WALLS**, regional sales manager, to tv sales manager.

RICHARD J. MONAHAN was elected executive v.p. of WAVZ New Haven, Conn., and WTRY N. Y. Other appointments include **SAM NIELSEN** as v.p. and general manager of WTRY; **TINY MARKLE**, program director of WAVZ, v.p. of programming; **ALBERT A. DEFILIPPO**, WAVZ v.p. of administration; **MARVIN ROSENBLATT**, account executive, to sales manager at WAVZ, succeeding Mr. Nielsen, and **GEORGE LeZOTTE**, WAVZ chief announcer, named director of programming and promotion at WTRY.

JAMES E. BAILEY has been appointed managing director of WAGA Atlanta and **REGGIE MARTIN** managing director of WSPD Toledo, Ohio. Both are Storer stations. Mr. Bailey has been v.p. and managing director of WSPD since January 1956 and has been with Storer for 15 years and in radio 21 years. Mr. Martin has served as sales manager of WSPD since September 1956 and prior to that held various positions with Storer broadcasting. He is 30-year veteran in broadcasting.

MR. BOWEN

FREDERIC C. BOWEN, son of late Scott Howe Bowen (who was owner and president of WIBX Utica, N. Y.), named assistant president and general manager of WIBX.

AL BERRY, general manager, WGMS Washington, resigns to go to California. His successor has not been announced.

CHARLEY KEYS, commercial manager, KOKO-TV Oklahoma City, Okla., promoted to general manager.

TED OUTLAW, formerly commercial manager of WMRB Greenville, S. C., appointed general manager of WBLR Batesburg, S. C.

LEN LUNDMARK, formerly v.p., KGB San Diego, Calif., to KBAB El Cajon, Calif., as manager.

JAMES R. KEEN, formerly program manager, WFIE-TV Evansville, Ind., named assistant general sales manager. **CHESTER T. BEHRMAN** appointed program manager and **JAMES R. NESBIT**, continuity director.

MR. PANNEPACKER

HAROLD J. PANNEPACKER, formerly member tv sales staff WRCV-TV Philadelphia, appointed manager WRCV, replacing **HAROLD WADDELL**, resigned.

ROGER GARRETT, formerly with WSEE (TV) Erie, Pa., as assistant general manager in charge of sales, to WSTV-TV Steubenville, Ohio, as local sales manager.

MR. GARDNER

REDD GARDNER, sales manager of WHFB Benton Harbor, Mich., and previously with sales staff of Kling Films Studios, Chicago, appointed general manager of KCRG-AM-TV Cedar Rapids, Iowa.

W. LEE RODDY, previously sales manager at KGFJ Los Angeles, joins KUTY Palmdale, Calif., as general manager.

ROBERT A. BURKE, formerly eastern sales manager of Adam Young Inc., joins Gordon Broadcasting Co. as general sales manager of KBUZ Phoenix and KVOA Tucson, Ariz.

MR. FITZPATRICK

HORACE S. FITZPATRICK, assistant manager, WSLS-AM-FM-TV Roanoke, Va., promoted to station manager.

NORMAN BAGWELL, administrative assistant and business manager at WTVT (TV) Tampa, Fla., to WKY-AM-TV Oklahoma City, Okla., as station manager. Other appointments at WTVT (TV) include **JOHN M. HABERLAN**, commercial manager, to assistant station manager; **ROBERT M. OLSON**, operations manager, to administrative assistant; **EDWIN L. (NED) JAY** to sales development manager,

Vacation Ahead!

Go by kilocycle.

WMT

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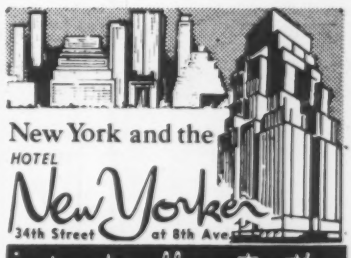
National Reps: The Katz Agency



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CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS

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- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

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AT a special ceremony in the Pentagon, Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters, Washington, was promoted to the grade of Colonel in the U. S. Army's Organized Reserves last month. Above, Maj. Gen. H. P. Storke, chief of information, U. S. Army, and Mrs. Lindow, pin on his eagles, while their daughter, Helene, looks on. Others attending the ceremony included the chiefs of the various branches of the information office and staff members. Mr. Lindow is a mobilization designee of the Office of the Chief of Information.

and **ROBERT E. EDRINGTON**, assistant promotion manager, to promotion manager.

DAVID CARPENTER, commercial manager, WIVK Knoxville, Tenn., named station manager.

HUGH McPHERSON named sales manager of KNEW Spokane, Wash. Other appointments in Seattle-Portland-Spokane Radio (formerly Mount Ranier Radio & Tv Broadcasters Corp. [KNEW, KJR Seattle and KXL Portland] include **ART COLEMAN** to local sales manager of KJR; **JOHN RHYS EVANS JR.** and **JOHN MURPHY** to account executives for KJR, KXL and KNEW.

CLAY L. MORGAN, commercial manager WAVE-AM-TV Louisville, Ky., to assistant station manager, WYLD New Orleans.

ROBERT (COFFEEHEAD) LARSEN, personality WEMP Milwaukee, resigns to join WRIT Milwaukee as assistant to general manager. Mr. Larsen also will conduct morning show at WRIT.

ALAN M. BERGER, formerly with Dreyfus Co. and Edward S. Kellogg Co., both L. A., joins Tilds & Cantz, L. A., as media director.

ROBERT BALDRICA, previously assistant sales manager, WXYZ Detroit, Mich., named director of radio sales.

DON MacKINNON, d.j. and news reporter, WPON Pontiac, Mich., named program director.

W. J. HUNT promoted from programming department to promotion director of WKZO-AM-TV Kalamazoo, Mich.

BILL PARRY, radio-tv director of Pacific Coast Conference, named sports and special events consultant for KTVU (TV) Oakland, Calif. He will continue to serve as radio-tv director for PCC.

TONY ARNONE, formerly with public relations firm, McFadden & Eddy, to KHJ-TV Los Angeles, as head of press department.

EUGENE E. KOEN, salesman, WCAE Pittsburgh, joins KDKA-FM Pittsburgh as account executive.

ED LYTLE, formerly with Tele-Broadcasters Inc. as general manager of KTIX Seattle, Wash., joins KFI Los Angeles as account executive.

GLENN NEWELL, formerly general manager, KONG Visalia, Calif., to KGO San Francisco as account executive.

NORMAN DUNSHEE, formerly sales manager, KFOX Long Beach, Calif., and **DON PALMER**, formerly merchandising and promotion manager for KFOX, named local salesmen for KGFJ Los Angeles.

ROGER G. HESKETH, formerly account executive with KTVR Denver, to WTTG (TV) Washington sales staff.

WALTER J. SWIDER, formerly with O. M. Scott & Sons (hard goods wholesalers), to WWJ-AM-FM-TV Detroit, Mich., sales staff.

JOHN WILLIS, night news editor, KMPC Los Angeles, to KHJ-TV Los Angeles as newscaster.

GEORGE DUNCAN, formerly with Avery-Knodel Inc., N. Y., has joined WNEW New York sales staff.

MANUFACTURING

JAY J. NEWMAN, manager of new product and market development in former RCA components division, appointed manager of defense planning, RCA semiconductor and materials division.

A. J. KENERLEBER, manager of General Electric Co.'s replacement tube plant at Joliet, Ill., named manager of company's new tv picture tube replacement plant in Augusta, Ga.

NAIRNE F. WARD JR., active in market research studies for paper and cardboard industries, named market research manager of professional products division of Ampex Corp.

EDWARD C. CALIGURI promoted from advertising department to assistant sales promotion manager at Zenith Radio Corp., Chicago.

ABRAHAM SCHWARTZMAN, publisher - editor of *Brooklyn Queens Standard* magazine, appointed executive editor of Institute of High Fidelity Mfrs., succeeding **EDWIN CORNFIELD**, who has resigned.

BOB DAY, formerly on announcing staff of KGO San Francisco, has joined sales promotion division of Ampex Mfg. Co., Redwood City, Calif.

DAVID PACKARD, president, Hewlett-Packard Co., electronics firm of Palo Alto, Calif., has been elected to board of Stanford Research Institute. He also will serve on board's executive committee.

PROGRAM SERVICES

THEODORE ROSENBERG, west coast field sales representative for RCA Victor Div., to Columbia Records Distributors, L. A., as branch manager.

TRADE ASSNS.

THEODORE C. STREIBERT, board chairman of Mutual from 1949-1953 and director of U. S. Information Service from 1953-1956, was among five new members elected last week to board of directors of Free Europe Committee, which operates Radio Free Europe.

ADA REDD BROWNING, WSJS Winston-Salem, N. C., elected president of North Carolina Chapter of American Women in Radio and Television.

ART HOLBROOK, managing director Southern California Broadcasters Assn. named AAW director for radio and **WALTER McNIFF**, manager of SF office of TvB AAW director for television.

Other AAW officers for 1958-59 are **RICHARD RYAN**, KLOK San Jose, Calif., senior v.p.; **CHARLES W. COLLIER**, executive v.p.; **DON OSTENSOE**, First National Bank, Portland, Ore.; secretary; **FRANCES PETERSON** of Salt Lake City, Utah, v.p. at large; **NEVA M. ELLIOTT**, Portland, general counsel; **GORDON ROWNTREE**, James Lovick & Co., Vancouver, B. C., treasurer; **DOUG GREIG**, CKWX Vancouver, B.C., elected v.p. AAW from District No. 5, and **HARRY EN CHU**, general manager, KAHU Waipahu, Hawaii, has been elected associate v.p. District No. 3. Mr. Ryan, senior v.p., also has been named general chairman for AAW's 1959 convention, to be held June 28-July 2, 1959, at Tahoe Tavern, Tahoe City, Calif. Mid-winter conference will be held Jan. 23-25, 1959, at Rickey's Garden Hotel, Palo Alto, Calif.

JINXED ON 21

Elfrida von Nardoff chalked up a new "record" for a quiz show contestant on Pharmaceuticals Inc.'s *Twenty-One* program on NBC-TV Monday (July 7). She piled up $220,500 in winnings over an appearance on 21 programs, the highest amount for any single quiz show. In her defeat Monday, Miss von Nardoff dropped $33,000 when contestant Robert Leicester, assistant high school director, scored 21 to Miss von Nardoff's 10 points. It was estimated that Miss von Nardoff, who quit her job as personnel manager of the American Institute of Certified Accountants to continue her appearances on the program (she plans to study for her doctorate), will keep between $45,000 and $50,000 of her winnings after federal and state income taxes. She missed on the third part of a three-part question on the Nuremberg trials after answering the first two correctly.

INTERNATIONAL

PETER MacFARLANE, formerly with Canadian Broadcasting Corp., television division at Toronto, returns to CBC to produce tv musical variety programs.

ELIZABETH FRASER, CJOB Winnipeg, Man., to recording secretary of local women's club.

FRANKLYN BREESE, formerly with ABC-TV, joins KUTE (FM) Glendale, Calif., production and announcing staffs.

ALLEN DEAN, formerly staff announcer and director with KTVK (TV) Phoenix, Ariz., to KFMB San Diego as announcer and d.j.

BOB COOKE, sports editor and columnist of *New York Herald Tribune*, is conducting 10-minute *Spotlight on Sports* program for WCBS New York (Mon.-Fri., 6:15-6:25 p.m.)

GEORGE C. BIGGAR, president and general manager of WLBK De Kalb, Ill., named to Illinois Youth Fitness Advisory Committee. Mr. Biggar also presented with certificate of appreciation from local Kiwanis Club for community activities.

BEN LUDY, president and general manager of KWFT Wichita Falls, Kan., has returned to his desk, having recovered from mild heart seizure suffered March 28. He was stricken while visiting his former home in Topeka.

JANICE FLYNN, 42, wife of **HENRY J. FLYNN**, assistant general manager of KTLA (TV) Los Angeles, died July 4 following long battle with cancer.

REPRESENTATIVES

F. T. CRENNAN, owner of KOMY Watsonville, Calif., has opened F. T. Crennan Assoc., S. F. Breen & Ward, N. Y., has appointed new representative firm to handle its clients on West Coast.

Station Authorizations, Applications

As Compiled by BROADCASTING

July 2 through July 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Am Stations

ACTIONS BY FCC

Santa Rosa, Calif.—Joseph E. Gamble and **Lew L. Gamble** d/b as **Radio Santa Rosa**—Granted 1150 kc, 5 kw LS, 500 w N. P. O address 100 W. 21 St., Merced, Calif. Estimated construction cost $74,993, first year operating cost $90,000, revenue $108,000. Joseph Gamble owns KJOY Stockton, KWIP Merced and 51% of KCMJ Palm Springs, all Calif. Lew Gamble owns Akron, Ohio theatre firm. Announced July 9.

Green Cove Springs, Fla.—Ben Alkerman—Granted 1580 kc, 500 w D. P. O. address 2646 Cheshire Bridge Rd., Atlanta, Ga. Estimated construction cost $6,650, first year operating cost $18,000, revenue $24,000. Sole owner Alkerman is general manager, WGST Atlanta. Announced July 3.

Pahokee, Fla.—Garden of the Glades Co.—Granted 1250 kc, 500 w D. P. O. address 30 Ackley Rd., Greenville, S. C. Estimated construction cost $15,371, first year operating cost $24,000, revenue $36,000. **Lewie L. Bates** (55%), 15% each **Max E. Mace, Joe W. Mace,** and **Burton S. Anderson,** will be owners. Dr. Bates, retired, Max Mace, announcer-news director WMRB Greenville, Joe Mace, paving contractor, and Mr. Anderson, engineer WFBC (FM) Greenville. Announced July 9.

Jonesboro, La.—Jackson Parish Bcstrs.—Granted 920 kc, 500 w D. P. O. address Box 128, Jonesboro. Estimated construction cost $19,390, first year operating cost $36,000, revenue $48,000. Equal partners **Ansley** and **Theodore Colvin** own and operate weekly *Jackson Independent*. Announced July 3.

Litchfield, Minn.—Meeker County Radio—Granted 1410 kc, 500 w D. P. O. address % Samuel Miller, 501 Wash. Bldg., Wash., D. C. Estimated construction cost $14,581, first year operating cost $38,000, revenue $43,000. **Lee Favreau,** printer-publisher *Loyal Tribune*, will be sole owner. Announced July 9.

Winona, Miss.—Southern Electronics Co.—Granted 1570 kc, 1 kw D. P. O. address Box 826, Columbus, Miss. Estimated construction cost $6,600, first year operating cost $25,000, revenue $30,000. Equal partners are **Bob McRaney,** owner WROB West Point, Miss., and **Bob Evans,** manager WELO Tupelo, Miss. Announced July 9.

APPLICATIONS

Butler, Ala.—Radio Butler Co. 1220 kc, 1 kw D. P. O. address % Houston Pearce, Whitfield, Ala. Estimated construction cost $14,584, first year operating cost $24,000, revenue $30,000. One-third owners are **Paul Nichols, William Reid** and **Houston Pearce,** all merchants. Announced July 8.

Tuscumbia, Ala.—Tuscumbia Bcstg. System 1410 kc, 500 w D. P. O. address Box 151, Waynesboro, Ga. Estimated construction cost $20,000, first year operating cost $36,000, revenue $46,000. Equal partners are **Carl** and **Harrod Pugh** who also share ownership of WBRO Waynesboro, Ga. Announced July 9.

Santa Barbara, Calif.—Sherrill Corwin 990 kc, 1 kw D. P. O. address 122 S. Robertson Blvd., Los Angeles. Estimated construction cost $30,000, first year operating cost $55,000, revenue $70,000. Mr. Corwin, sole owner, has numerous broadcast interests, primarily in California. Announced July 2.

Lewiston, Idaho—Donald Job 1430 kc, 500 w D. P. O. address 1422—10th St., Lewiston. Estimated construction cost $28,387, first year operating cost $25,000, revenue $45,000. Mr. Job, sole owner, is in advertising. Announced July 9.

Princeton, Ill.—Bureau Bcst. Co. 1490 kc, 100 w unl. P. O. address 1901 Georgia St., Louisiana, Mo. Estimated construction cost $9,850, first year operating cost $45,400, revenue $49,600. **Mr.** and **Mrs. Russell Armentrout,** theatre-owners, are equal partners. Announced July 2.

Bowling Green, Ky.—Bowling Green Bcstg. Co. 1340 kc, 250 w unl. P. O. address 308 Sumpter Ave., Bowling Green. Estimated construction cost $14,800, first year operating cost $48,000, revenue $60,000. Following own one-fourth each: **Clement Cockrel** and **Eugene Hornback,** both with interest in sound recording service; **Elmer Hargan,** insuranceman, and Marine Corps officer **Donald Mason.** Announced July 8.

Lexington, Miss.—Holmes Bcstg. Co. 1150 kc, 500 w D. P. O. address Box 552, Houston, Miss. Estimated construction cost $18,424, first year operating cost $28,000, revenue $36,000. **Marvin Robin** and **Ralph Mathis** each own 30%. Mathis brothers also have interest in WSJC Magee and WCPC Houston, both Mississippi. Announced July 2.

Sumter, S. C.—B.D.S. Radio & Tv Co. 1240 kc, 250 w unl. P. O. address 106-1 Crystal Springs, Spartanburg, S. C. Estimated construction cost $15,983, first year operating cost $40,596, revenue $54,000. Equal partners are **William Bochman,** general manager, WORD Spartanburg, and **Charles Bell,** sales director, WSPA-TV Spartanburg. Announced July 9.

Sturgis, S. D.—Sturgis Radio Inc. 1280 kc, 1 kw D. P. O. address % Russell Molstad, Bear Butte Valley Bk. Bldg. Sturgis. Estimated construction cost $18,725, first year operating cost $30,000, revenue $36,000. Applicant is new corporation composed of numerous small stockholders. Announced July 8.

Oneida, Tenn.—Scott Bcstg. Co. 1310 kc 1 kw D. P. O. address Oneida. Estimated construction cost $21,843, first year operating cost $25,000, revenue $86,250. **R. H. Troxel,** sole owner, is Ford dealer. Announced July 8.

Bellaire Tex.—T. J. Shriner 1170 kc, 250 w D. P. O. address Box 892, Hobart, Okla. Estimated construction cost $8,025, first year operating cost $18,000, revenue $36,000. Mr. Shriner, sole owner, is in film production. Announced July 2.

Existing Am Stations

ACTIONS BY FCC

KUIN Grants Pass, Ore.—Granted change of facilities from 1340 kc, 250 w unl. to 930 kc, 1 kw unl. DA-N; engineering conditions.

KDLS The Dalles, Ore.—Is being advised that, unless within 20 days it requests hearing, its ap-

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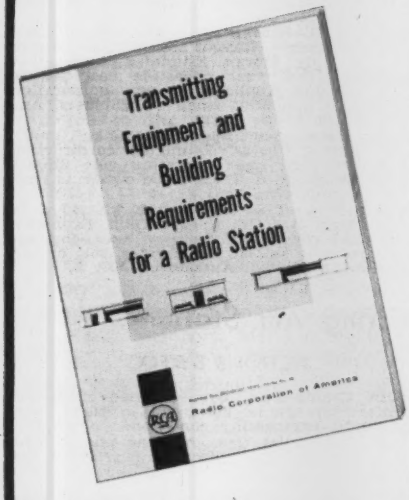

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plication for additional time to construct am station (930 kc, 1 kw, unl. DA-N) will be dismissed, cp cancelled, and call letters deleted.

KOHU Hermiston, Ore.—Granted increase in power from 250 w to 1 kw, continuing operation on 1570 kc D.

KPAM Portland, Ore.—Granted increase in power from 1 kw to 5 kw, continuing operation on 1410 kc D; engineering condition.

WIBG Philadelphia, Pa.—Granted increase of daytime power from 10 kw to 50 kw, continuing operation on 990 kc with 10 kw-N, DA-2; engineering conditions.

KSVC Richfield, Utah—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 980 kc, 1 kw-N, DA-N.

WGH Newport News, Va.—Is being advised that application for renewal of license indicates necessity of hearing regarding overall programming operations.

New Fm Stations

ACTIONS BY FCC

Lansing, Mich.—Gross Telecasting Inc.—Granted 97.5 mc, 46 kw. P. O. address 2820 E. Saginaw St., Lansing. Estimated construction cost $38,550, first year operating cost $12,000, revenue $15,000. Applicant is owner of WJIM Lansing. Announced July 3.

Hicksville, N. Y.—High Fidelity Music Co.—Granted 92.7 mc, 81 kw. P. O. address 20 Lake End Road, Merrick, N. Y. Estimated construction cost $9,812, first year operating cost $16,500, revenue $18,500. **John R. Rieger Jr.**, sole owner is instructor with Tv Workshop of New York. Announced July 9.

APPLICATIONS

Lancaster, Calif.—Cordell Fray, 107.9 mc, 20.35 kw. P. O. address 8046 Fulton Ave., N. Hollywood. Estimated construction cost $25,849, first year operating cost $28,000, revenue $36,000. Sole owner Fray is Universal Pictures film editor. Announced July 9.

Blue Island, Ill.—Blue Island Community Bcstg. Co., 96.7 mc, 1 kw. P. O. address 908 Burns Ave., Flossmoor, Ill. Estimated construction cost $37,520, first year operating cost $25,000, revenue $30,000. **John Thompson**, sole owner, is in meat-packing. Announced July 8.

Albany, N. Y.—Capital Cities Tv Corp., 95.5 mc, 20 kw. P. O. address Box 10, Albany. Estimated construction cost $20,000, first year operating cost $1,000, revenue none. Applicant is licensee of WROW Albany and permittee of WTEN (TV) Albany, WCDB (TV) Hagaman, N. Y., and WCDC (TV) Adams, Mass. It also owns all of permittee of WTVD (TV) Durham, N. C. Announced July 3.

Hickory, N. C.—Catawba Valley Bcstg. Co., 102.9 mc, 14.8 kw. P. O. address 415 First Ave., N. W., Hickory. Estimated construction cost $4,350, first year operating cost $2,000, revenue $2,000. Applicant is licensee of WHKY Hickory. Announced July 8.

Ownership Changes

ACTIONS BY FCC

WBCO Bessemer, Ala.—Granted transfer of control from **J. E. Lanier**, et al., to **John M. McLendon & Associates Inc.** (interest in WNLA Indianola, Miss.; WOKJ Jackson, Miss.; KOKY Little Rock, Ark., and KOKA Shreveport, La.); consideration $61,083 ($25,000 of which is for 10-year agreement not to compete.

WLBS Birmingham, Ala.—Granted (1) renewal of license and (2) assignment of license to **American Electronix Inc. (E. C. Atherson**, president); consideration $50,000 plus assumption of $82,671 liabilities.

KMOP Tucson, Ariz.—Granted relinquishment of negative control by **Ray Odum** and **A. V. Bamford** to **Richard N. Jacobson** and **Howard A. Kalmenson**; each of four to own 25% interest; consideration $60,000.

KFMB, KFMB-TV San Diego, Calif.; KYAT (TV) Yuma, Ariz.; KERO-TV Bakersfield, Calif.—Granted transfer of control from **Maria Helen Alveraz, J. D. Wrather Jr.** and **Edward Petry & Co. Inc.** to **Marietta Investment Corp.** (Wrather & Petry); consideration $2,916,750; without prejudice to such action, if any, as Commission may deem warranted as result of its final determination in case of Wrather-Alvarez Bcstg. Inc. for extension of time to complete construction of KYAT.

KHIL Brighton, Colo.—Granted assignment of license to **John Babcock**; consideration $78,000.

WHOO, WHOO-FM Orlando, Fla.—Granted transfer of control from **Edwin C. Estabrook Jr.** and **Maurice Weiss** to **Donald J. Horton** and **G. D. Kincaid** (interest in WVIX Lexington and WFKY Frankford, Ky.); consideration $68,000.

WPFA Pensacola, Fla.—Granted assignment of license to **Edwin H. Estes** (WMOZ Mobile, Ala. and WERD Birmingham, Ala.); consideration $85,000.

KFTL Ft. Lauderdale, Fla.—Granted assignment of licenses to **WFTL Bcstg. Co. (Joseph C. Amaturo**, president, has interest in WESO Southbridge, Mass., and some shareholders have minority interest in other broadcast stations); consideration $100,000 real estate and broadcast equipment to be sold for $200,000 to assignee's firm which will lease same to assignee for 15 years at annual rental of $18,400.

WSUZ Palatka, Fla.—Granted assignment of license to **Raymond P. McMillin**; consideration $80,000.

WLAK Lakeland, Fla.—Granted transfer of control from **Ward** family to **Florida Central Bcstg. Corp. (Frank W. Nesbitt**, president); consideration $300,000.

WGRC Louisville, Ky.—Granted assignment of license to **The McLendon Corp.** (interest in KLIF Dallas, KTSA San Antonio, Tex.; KTBS-AM-FM Shreveport, La.; consideration $720,000.

WAMY Amory, Miss.—Granted (1) renewal of license and (2) assignment of same to **Robert L. McRaney** and **Robert E. Evans**, d/b as **Southern Electronics Co.**; consideration $15,800. McRaney owns WROB West Point, Miss.

WMBC Macon, Miss.—Granted (1) renewal of license and (2) assignment of license from **Robert A. Chisholm Jr.** to **The Confederate Bcstg. Co. Inc.** (WJHB Talladega and WTLS Tallahassee, Ala.; consideration $20,000.

KNIM Maryville, Mo.—Granted transfer of control from **Leslie P.** and **Ruth Ware** and **C. Willard Max** to **Harold W. Eck** and **Wayne Hatchett**; consideration $53,797.

KXLQ Bozeman, Mont.—Granted assignment of licenses to **XX Bcstg. Corp. (Richard D. Smiley**, president); consideration $67,000.

WGOL Goldsboro, N. C.—Granted assignment of license to **Better Advertising Inc.** (interest in WELS Kinston and WITN-TV Washington, N. C.); consideration $35,000 plus studio building lease for 3 years at $175 per month with option to buy.

WTRO Dyersburg, Tenn.—Granted assignment of license to **William E. Davis** and **Pinkney B. Cole Jr.**; consideration $74,000.

KTXN Austin, Tex.—Granted assignment of licenses to **Jage Inc. (Giles E. Miller**, president); consideration $200,000.

KDWT Stamford, Tex.—Granted assignment of license to **A. Boyd Kelley** (interest in KPLT Paris and KTRN Wichita Falls, both Texas); consideration is 67-month lease at $750 monthly and 44-year option to purchase for $50,000 including lease payments.

WHAR Clarksburg, W. Va.—Granted relinquishment of positive control by **Mason C.** and **Maruma R. Deaver** through sale of 50% stock to **Charles A. Gaylord**; consideration $15,875.

WMOD Moundsville, W. Va.—Granted aquisi-

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tion of positive control by **Donald W. Levenson** by purchasing 37% of stock from **Andrew J. Smik** for $9,500 to increase ownership to 66%.

WFOX Milwaukee, Wis.—Granted assignment of license to **Wisconsin Bcstrs. Inc. (Howard A. Miller,** president); consideration $157,500.

APPLICATIONS

KVOA Tucson, Ariz.—Seeks assignment of license from **Arizona Bcstg. Co.** to **Gordon Bcstg. of Tucson,** for $156,750. New owner **Sherwood Gordon** also owns WSAI-AM-FM Cincinnati, Ohio, and KBUZ and KTYL-FM, both Mesa, Ariz. Announced July 8.

KGYW Vallejo, Calif.—Seeks assignment of license from **Ellsworth** and **A. J. Krisik** d/b as **Vallejo Bcstg. Co.,** to Buick dealer **Mary Gunberg** for $150,000. Announced July 3.

Hearing Cases

FINAL DECISIONS

By decision, the Commission affirmed its May 12, 1954, decision granting application of **WJR The Goodwill Station Inc.,** for new tv station **(WJRT)** to operate on ch. 12 in **Flint, Mich.,** as modified by application filed Dec. 16, 1954, changing trans. site, programming, etc. May 12, 1954, decision denied competing applications of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.** Supplemental initial decision of Sept. 12, 1957, looked toward this action. Comr. Lee dissented; Comrs. Craven, Ford and Cross not participating.

By separate decision, Commission affirmed, and made effective immediately, its April 14, 1955, grant to **WJR Inc.,** for mod. of cp of station **WJRT** (tv station ch. 12), **Flint, Mich.,** to move trans. site from point southeast of Flint (Clarkston) to point northwest of Flint (Chesaning), make ant. changes and change studio location in Flint; terminated June 8, 1955, action staying effective date of grant; dismissed protests by Lake Huron Bcstg. Corp. (WKNX-TV, ch. 57), Saginaw, Inland Bcstg. Co. (WTOM-TV, ch. 54), Lansing, and Sparton Bcstg. Co. (WWTV, ch. 13), Cadillac, all Michigan; and terminated proceeding, also denied petition by Sparton to reopen the record. Supplemental initial decision of April 5, 1956, looked toward this action. Comr. Lee dissented; Comrs. Craven, Ford and Cross not participating.

By decision, Commission (1) retained in hearing status applications of **B. J. Parrish** for new am station to operate on 540 kc, 1 kw, D, in **Pine Bluff, Ark.,** and **James A. Noe** for change of facilities of KNOE Monroe, La., from 1390 kc, 5 kw, DA-N, unl. to 540 kc, 1 kw-N, 5 kw-LS, DA-2, and remanded them to hearing examiner for determination, if possible, of question whether station XEWA in San Luis, Potosi, Mexico, operates directionally or non-directionally and for preparation of supplemental initial decision; (2) granted application of **Radio Columbus Inc.,** to change facilities of **WDAK Columbus, Ga.,** from 1340 kc, to 250 w, unl. to 540 kc, 500 w-N, 5 kw-LS, DA-N, conditioned that WDAK accept interference from KNOE in event latter's pending application is granted, and that **Miles H. Ferguson** either divest himself of his interest in **WJHO Opelika, Ala.,** or vacate any position of responsibility with WDAK; and (3) denied application of the Southeastern Bcstg. System for new station on 540 kc, 5 kw, D, in Macon, Ga. Initial decision of June 27, 1957, looked toward grant to KNOE, conditional grant to WDAK, and denial to Southeastern and Parrish. Comrs. Craven and Cross not participating.

By order, Commission made effective immediately initial decision and granted application of **WNAB Inc.,** to change facilities of **WNAB Bridgeport, Conn.** (1450 kc, 250 w, unl.), by moving trans. location approximately 3½ miles and increasing overall tower height to 344 ft.

By order, Commission made effective immediately initial decision and granted applications of **Golden Valley Bcstg. Co.** to increase power of **KRAK Stockton, Calif.,** from 5 kw to 50 kw and change from DA-N to DA-2, continuing unlimited time operation on 1140 kc and **Radio Santa Rosa** for new station to operate on 1150 kc, 5 kw-LS, 500 w-N, DA-2, in Santa Rosa, Calif.

By order, Commission granted petition by State Board of Agriculture and reopened the record in the **Parma-Onondaga, Mich.,** tv ch. 10 comparative proceeding for limited purpose of noting changes in Board membership, accepted amendment, and closed record.

By decision, Commission granted application of **Cherokee Bcstg. Co.** for new am station to operate on 600 kc, 1 kw, D, in **Murphy, N. C.,** and denied competing application of **Valley Bcstg. Co.** Initial decision of June 14, 1957, looked toward granting Valley and denying Cherokee. Comr. Cross not participating.

By order, Commission made effective immediately May 20 initial decision and affirmed Commission Dec. 9, 1954, grant of application of **Sacramento Telecasters Inc.,** for mod. of cp to change trans. and studio site of **KBET-TV** (ch. 10), **Sacramento, Calif.,** change type ant. and make other equipment changes.

By memorandum opinion and order, Commission denied petitions for rehearing and waiver of Sect. 3.37 of the rules filed by **Courier-Times Inc.,** directed against Aug. 1, 1957, decision which denied its application for new am station to operate on 1220 kc, 250 w, D, DA, in **New Castle, Ind.,** and granted application of **Don H. Martin** to increase power of **WSLM Salem, Ind.,** from 250 w to 1 kw on 1220 kc, D.

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward setting aside Commission Dec. 26, 1957, memorandum opinion and order which postponed effective date of Oct. 30 grant to **Triangle Publications Inc.,** for mod. of cp of **WNHC-TV** (ch. 8), **New Haven, Conn.,** to change trans. location from Gaylord Mountain 8.8 miles north/northwest of New Haven to Mt. Higby about 13.9 miles northeast of present site and 19.8 miles north/northeast of New Haven, increase ant. height from 720 ft. to 770 ft., change type of ant. and other equipment pending evidentiary hearing on protest by **Springfield Television Bcstg. Corp.** (WWLP, ch. 22), Springfield, Mass.; and reinstating Oct. 30 grant.

OTHER ACTIONS

Majority of Commission on July 9 directed preparation of document looking toward granting application of **Gillespie Bcstg. Co.** to change facilities of station **KNAF Fredericksburg, Tex.,** from 1340 kc, 250 w, unl. to 910 kc, 1 kw, D. Initial decision of Aug. 2, 1957, looked toward denial of application.

Commission on July 9 directed preparation of document looking toward granting application of **Pillar of Fire** to modify license of **KPOF Denver, Colo.,** insofar as increasing number of specified hours of daytime operation on 910 kc, 1 kw-N, 5 kw-LS, specified hours. Initial decision of Dec. 11, 1957, looked toward denial of application.

Majority of Commission on July 7 directed preparation of document looking toward granting the application of **WKBW-TV Inc.,** for new tv station to operate on ch. 7 in **Buffalo, N. Y.,** and denying competing applications of **Great Lakes Television Inc.,** and **Greater Erie Bcstg. Co.** Initial decision looked toward granting Great Lakes application.

Robert S. Plimpton, Norfolk, N. Y.; Seaway Bcstg. Co. Inc., Massena, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 1050 kc, 1 kw, D.

Baltimore Bcstg. Co.; Commercial Radio Institute Inc., Baltimore, Md.—Designated for consolidated hearing applications for new Class B fm stations to operate on 93.1 mc.

Northwest Video; Liberty Television Inc.; KEED Inc., Eugene, Ore.—Designated for consolidated hearing applications for new tv stations to operate on ch. 9.

Plaza Radio and Tv Co. Inc.—Is being advised that applications for new tv stations in **Detroit, Mich.,** on ch. 62 and in **St. Louis, Mo.,** on ch. 30, indicate necessity of hearing. Comr. Lee dissented.

Leavenworth Bcstg. Co., Leavenworth, Kan.; Wichita Beacon Bcstg. Co. Inc., Wichita, Kan; Bowie-Nocona Bcstg. Co., Bowie, Tex.; Montague County Bcstg. Co., Bowie, Tex.—Designated for consolidated hearing applications involving 1410 kc; **KCLO** to increase power from 500 w to 5 kw with DA, D; **KWBB** to increase daytime power from 1 kw to 5 kw with 1 kw N, DA-2; and Bowie-Nacona and Montague for new stations with 500 w D, with Bowie using DA.

Continues on page 100

COMMERCIAL STATION BOXSCORE

As Reported by FCC through May 31

	AM	FM	TV
LICENSED (all on air)	3,208	524	415[1]
CPs ON AIR (new stations)	40	17	95[2]
CPs NOT ON AIR (new stations)	92	87	108
TOTAL AUTHORIZED STATIONS	3,340	628	663
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	40	64
APPLICATIONS FOR NEW STATIONS (in hearing)	126	18	63
TOTAL APPLICATIONS FOR NEW STATIONS	532	58	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	248	27	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	289	27	54
LICENSES DELETED	0	2	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through July 9

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,208	48	106	553
FM	524	25	88	61
TV (Commercial)	415[1]	93[2]	110	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 9

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	25	7	32[4]

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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Expanding for successful salesman who wants higher earnings. Draw against commission. 16th market. Successful new operation. Can make $1200 and up per month. Resume, billings, first letter. Box 116F, BROADCASTING.

Need community minded salesman to assume sales manager responsibilities for aggressive 1-kilowatt daytimer in county with over 26-million income. Good schools, good churches, best park and recreation, near Lake of Ozarks. Capable, congenial staff. Harold Douglas, KMMO, Marshall, Mo.

California top-rated Pulse, 10 kw, fast-growing regional music and news station needs two good salesmen. Commission, generous draw plus benefits. Send resume. KPAY, Chico, California.

No recession blues here. New, top station expanding staff in growing market. Salary, commission, ideal community. Rush resume. Bob Nelson, WBRD, Bradenton, Fla.

Good opportunity for right man. New station serving Augusta, Georgia, market. $75.00 per week plus ten percent commission, other benefits. Send letter and references. Radio Station WGUS, Box 6278, North Augusta, So. Carolina.

Salesman WQIC, 5 kw, Meridian, Mississippi, will take over good billing of established accounts. Send complete resume. Immediate opening. J. Gilbert, WQIC.

Sales manager-experienced. Last man drew $900.00 in June. Left for own station. Send full resume to S. A. Hassan, WROY, Box 31, Carmi, Illinois.

Wanted: Salesman of proven ability looking for broader market. 15% commissions with drawing account if necessary. WWIN, Baltimore 1, Md.

Small daytime in Texas Panhandle, non-competitive, non tv area, now in 9th year offers excellent opportunity to experienced, dependable, versatile man who can share responsibilities and announcing-selling workload. For interview write Albert Cooper, P. O. Box 589, Shamrock, Texas.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ's with personality!! Opportunity for experienced man with modern radio know-how to be #1 man at swingin' operation in first 30 markets in Great Lakes area. Afternoon spot open at 1,000 watt station that pays 50,000 watt salaries. Lucrative record hop open to man selected. Send tape, data to Box 824E, BROADCASTING. All replies answered. Hurry!!

RADIO

Help Wanted—(Cont'd)

Announcers

Want good voice and sincere desire to work and learn for $77.00 week to start. Send tape and full particulars. Box 844E, BROADCASTING.

Announcer, morning man, 5 years commercial experience, combo operation. Network affiliate. Major Wisconsin market. $90 week start, raises commensurate with ability to produce. Send audition tape, resume, photo. Box 891E, BROADCASTING.

Negro dj—southerner only—religious or R&B—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Combo man—1st class ticket—Connecticut—independent daytimer. Good opportunity in growing community. Send resume. Box 917E, BROADCASTING.

Minimum two years commercial experience, at new Pittsburgh regional station. Send tape including news, music, commercials. Also include photograph and resume. Box 920E, BROADCASTING.

Personality disc jockey. $10,000.00 year. Midwest—top 40 market, but not a top 40 station. Rush tape, resume, photo. Box 921E, BROADCASTING.

New York state regional 5000 watter wants an experienced announcer. Rush tape, photo, resume. Box 930E, BROADCASTING.

Central California coast full-time 1 kw needs music-news dj with 1st class ticket. Send resume-tape. Box 951E, BROADCASTING.

Morning pepper-upper, dj, news, top 50, top format, Washington, D. C. Send tape, resume, once in a blue moon opportunity for outstanding announcer. Box 956E, BROADCASTING.

Authoritative news voice to cover Capitol Hill. Must be good newsman not just news announcer. Begin at $100 a week. Send tape straight news delivery; write news leads, 50 words, 4-current Washington stories; complete background, age, marital status. Photograph and references. Box 959E, BROADCASTING.

Bright, fast-paced music-news station needs announcer with good voice who can handle the job. Experienced and willing to work, he should be from the south. Box 967E, BROADCASTING.

Established, expanding daytimer prosperous east coast agricultural area. Two hours from four metropolitan centers. Need experienced deejay, preferably first phone immediately. Salary open. Box 985E, BROADCASTING.

Good announcer wanted by top-rated N. C. daytimer. Must be versatile. Good pay plus fringe benefits. Chance to become program director. Send resume. Will contact for audition. Box 106F, BROADCASTING.

Wyoming music, news, sports station wants friendly, versatile, sober announcer-salesman or first phone announcer. Small market. Hunting, fishing paradise. Some experience required. Box 111F, BROADCASTING.

Comboman. Must be good announcer and chief engineer also. Send resume, tape to Al Tedesco, KDUZ, Hutchinson, Minnesota. Salary open.

Mature announcer. Must know records. No top 40. Pleasant voice and sellability. Tapes and resume go to K-JIM, Box 7321, Fort Worth, Texas.

Right dj or salesman has it made in aggressive chain's new Bismarck indie. Tape, resume KQDI, Gen. Del., Bismarck, N. D.

Wanted, good voice, good delivery and good reputation that will stand inspection to start work immediately for a progressive southeast Missouri station. Apply in person KTCB, Malden, Mo.

Announcer experienced all phases needed immediately at five thousand watt NBC station city of 17,000. Permanent position with pleasant working conditions and excellent fringe benefits. No floaters. Prefer applicant from Kansas or adjacent states, but will consider all. Sent tape or disc, references, marital or draft status, recent photo and salary requirements to Jim Heaton, KVGB, Great Bend, Kans.

RADIO

Help Wanted—(Cont'd)

Announcers

Illinois—Announcer, experienced, mature, good commercial delivery (no rock and roll). Send picture, resume, audition WGIL, Galesburg, Ill.

Experienced announcer wanted immediately for new station serving Augusta. Georgia, market. Must be good. Send tape, letter. Radio Station WGUS, North Augusta, S. Carolina.

We're tired of hotshots and green horns. If you're a seasoned and experienced personality who's getting tired of the hurly-burly of big market competition, let us hear from you. Local network station. Comfortable university town. Cosmopolitan atmosphere. We will ask you to work but we're willing to stretch the budget for the right man. Send resume, photograph and tape to WINA, Charlottesville, Va., or call 2-6177.

Morning personality. We have first opening in our morning schedule in four years and need an experienced, friendly, down to earth personality. Sorry, no "top 40" dj types. 1 kw indie in prosperous 20,000 single station market. Application pending for 5 kw. Include full details, photo, tape in first letter. WMIX, Mt. Vernon, Illinois.

Announcer-first phone. Emphasis on announcing. 38 hour week. Pay according to ability, prefer Virginian or tar heel. Call or write Les Williams, WYTI, Rocky Mount, Virginia. Hu 3-9955.

Technical

First phone-combination man—dj specialty—air salesman with voice maturity. Established station, new ownership (midwest). Business excellent, expanding operation. Grow with us. Family man only. Start $430.00. Send resume, tape, photo, references. Box 884E, BROADCASTING.

Engineer-announcer position available with 5000 watt fulltime independent Wisconsin station. Excellent opportunity with expanding group. Box 962E, BROADCASTING.

Engineer, 1st phone, able to maintain all studio and transmitter equipment in kw operation. No announcing, wage equal to experience, call Manager, WTCH, Shawano, Wisconsin, 666.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Medium market vhf seeking good copy writers, directors, and production people. Mid-south. Full power operation. Box 262E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Program director, experienced. Florida metropolitan market. Must be creative with audience building ideas, excellent production, good air personality. Must have ability to handle men, make top ratings. Daytime independent, 10,000 watts. Box 938E, BROADCASTING.

News editor who can gather, write and air local news for tri-county coverage. Must be industrious and dependable. Rush complete details including tape and photo. Box 963E, BROADCASTING.

Continuity and traffic man or woman is needed by progressive Virginia station. Send complete details. Box 102F, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

Continuity writer—We prefer girl with one or two years experience at a station near Colorado. Radio KCOL, Fort Collins, Colorado.

Copy-traffic gal Friday. Experienced. Imaginative. Call or write: Manager, KRIC, Beaumont, Texas.

RADIO

Situations Wanted

Management

Manager for medium market. Married, children, 32, impressive appearance, sales management background. Currently account man top rated station one of first eight markets. Box 751E, BROADCASTING.

Sales manager, experienced with local and national contacts; competitive market. Box 989E, BROADCASTING.

Manager: All phases first phone. Desire midwest or Florida. Box 995E, BROADCASTING.

Station manager with nine years at same station in southeast desires change to larger market. College graduate, civic leader, heavy on promotion and sales. Family. Able to furnish up to $20,000.00 on stock. Box 101F, BROADCASTING.

12 years, announcing, programming, sales, now ready to manage. Reliable family man with excellent sales background. Young executive type. Presently employed major eastern market. TV sales. Box 113F, BROADCASTING.

Sales

Four years selling experience (insurance). Want to make radio sales my career. Resume on request. Box 726E, BROADCASTING.

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 883E, BROADCASTING.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Topnotch sportscaster. Former professional athlete, eight years experience. Wants solid sports-minded station anywhere in the country. References from present employer. $7200 minimum. Guaranteed topnotch all sports play-by-play. Box 809E, BROADCASTING.

Experienced staff man, 28, married, college, desires midwest location, preferably within 100 miles of Chicago. Now employed. Box 819E, BROADCASTING.

Experienced announcer, excellent voice seeking permanent position. Prefer metropolitan area. Box 856E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 880E, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 881E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 882E, BROADCASTING.

Attention westerners: Versatile staff man 12 years experience, 8 in present market, seeks stable opportunity. Good delivery. Adaptability. Family. Tape. Interview possible. Box 899E, BROADCASTING.

Sports, staff announcer play-by-play, 5 years experience, college graduate, 24, married, employed, finest references. Box 927E, BROADCASTING.

Seasoned country personality man. Good ad-lib. Prefer afternoon show with selling privileges accustomed to above average earnings. Fabulous country collection. Entertain, write and produce jingles, gimmicks. Fear no audience. Currently doing country and pop mixed. Must give notice. Save this ad. I'm anchored for right offer. Box 945E, BROADCASTING.

Announcer-entertainer. Excellent mobile unit and morning man, 10 years experience, prefer pop, will sell. Family, house trailer, will travel. What's your offer? Box 950E, BROADCASTING.

Announcer: recent radio school grad., smooth news dj, potential, tape, travel. Box 952E, BROADCASTING.

First phone announcer, presently chief, but prefer air work, morning, light maintenance. Box 954E, BROADCASTING.

Excellent radio voice, need experience and training. Box 969E, or call Washington, D. C., HO 2-4300, Ext. 219.

Top midwestern sportscaster, deejay, program director ready for larger market. Football, basketball, baseball. Top local coverage. Box 970E, BROADCASTING.

Experienced announcer-newscaster, some sales. Employed. Prefer far west standard music, news station. Box 974E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer—Ready to move up to bigger market. Hard worker, married, 27. Box 975E, BROADCASTING.

$125.00 base with talent setup in good market desired by long-experienced announcer. Accent on news and adult music. Tape, resume, photo on request. Box 978E, BROADCASTING.

Need an intelligent deejay? Someone who has something interesting to say between records. Not a record announcer, not a staffer, not a newsman. Knows pop records and music business. Veteran, college graduate. Available for early morning or late night show. No top 40. Please indicate what you would like an audition tape to include. Box 979E, BROADCASTING.

Beginning announcer wants job. Any part of the country. Have some experience. Will send tape and references on request. Box 981E, BROADCASTING.

Versatile, young announcer. Experienced. College graduate. Excellent voice. Knows board. Box 983E, BROADCASTING.

Announcer, modern sound, experienced. Styled for California, Boston, Washington, Philadelphia. Box 986E, BROADCASTING.

Announcer, experienced, music, news, commercials; sales. Operate board. Tape available. Box 987E, BROADCASTING.

Personality-dj, well educated, imaginative, strong news, run board, ambitious, light experience. Tape available. Box 994E, BROADCASTING.

Combo-bum: unexcelled qualifications for sinecure. Laxy, uncooperative, bigoted. The original prima donna. Expect much by giving little. Uneducated, unintelligent, unreliable. Like station mgrs. Unparalleled naivete. You can't miss. (Family, 35, 7 years experience.) Box 996E, BROADCASTING.

Announcer, strong on news, desires position with news station. Two years, fulltime NBC affiliate. Familiar with all phases of commercial broadcasting. Box 997E, BROADCASTING.

Gal Friday, 3 years experience—announcing, writing, board work, stenographic duties, traffic. Interested in secretarial and/or air work. Radio/tv or ad agency. Box 999E, BROADCASTING.

Experienced announcer seeking position with top station large or small. Box 104F, BROADCASTING.

Gal dj, news, continuity, traffic. Likes work—go anywhere. Box 105F, BROADCASTING.

Experienced sportscaster, all phases of radio, 3 years, family man, community size irrevelant; good wages. Box 108F, BROADCASTING.

Assistant pd with B.S. in radio-tv. 1 year experience in production and sales. Box 109F, BROADCASTING.

Young, all around announcer, experience in staff sports, dj work. Box 110F, BROADCASTING.

Twelve years. 5½ present employer. Adult dj. Staff. Box 112F, BROADCASTING.

Employers—Announcers, dj's, newsmen, continuity writers. Contact Calumet Broadcasting School, 618 Broadcasting School, Gary, Indiana. Call Turner 5-3038.

University graduate: Two years commercial experience. Strong on music and news. Can sell. Want to relocate in Michigan. Available now. Call or write: Charles Frey, 532 Oak St., Niles, Michigan. MU 3-5432.

Announcer dj, radio school grad. 1st phone. No experience. Bill Lambert, 911 W. Poplar Ave., Porterville, Calif.

Announcer-experienced, married, available immediately, good board operator, dj personality. Guy Moody, 1425 Broadway, NYC. LO 3-6525.

Better than average announcer available. Tom Mulroy, 3951 Zinsle Ave., Cincinnati, Ohio. Phone TWeed 1-3837.

Announcer first phone, Available immediately, short on experience. Prefer western states. Robert Raucher, 470 South Almont Drive, Beverly Hills, California.

Technical

Engineer, first phone, experienced, transmitter, studio and recording. No announcing. Box 699E, BROADCASTING.

8 years radio background from janitor to general manager. 1st phone, construction and maintenance. Wish radio or tv combo work. $100 minimum. Box 937E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer. Eight years directionals through fifty kw. FM and construction. First phone. Desire station with future. Box 955E, BROADCASTING.

Chief engineer/announcer, 18 years experience, wants to move west. Good engineer—knows construction and maintenance. Good announcer, no hot-shot deejay. Box 968E, BROADCASTING.

Presently employed 50 kw New York station. 1st phone, strong on preventive maintenance. No experience in tv but would appreciate the opportunity to break in. All offers considered. Box 990E, BROADCASTING.

Broadcast technician with first phone, tv workshop graduate, desires position in television or radio. Service background in electronics. Box 991E, BROADCASTING.

Fully trained on all studio equipment and operation, desires position in television or radio. Ambitious, dependable. 24 years old. married, Korean vet. Box 992E, BROADCASTING.

Engineer-announcer experienced maintenance-sales. Box 107F, BROADCASTING.

Radio engineer: 6 years experience, wants southeast station. 460 W. Main St., Wytheville, Virginia. Telephone Cap 8-4471.

1st phone. No experience, willing to announce. Anxious to learn. Available immediately. Glenn Knight, Box 731, Abernathy, Texas.

1st phone combo man. Two years experience. Dependable. Prefer California. Rod Mitchell 575 Bailey Ave., Mt. View, California.

First phone, 14 months technical school background. Eight months experience. Desires position as transmitter engineer in Texas. Jerry Wills, 542 Carroll Avenue, San Antonio, Texas, WA 2-8991.

Production-Programming, Others

Radio-television newsman. Eight years experience. College degree. Now employed top radio-television operation. Desire permanency. Box 958E, BROADCASTING.

Woman continuity director. Twelve years radio-tv. Fast, efficient, versatile. Can supervise traffic. Excellent references. Box 960E, BROADCASTING.

17 years all phases radio. Presently staff announcer. Top market CBS-TV affiliate. Desire relocation as radio pgm. director decent market. Offers considered with regard to location. Box 977E, BROADCASTING.

Producer-director imaginative, mature, and stable with 4½ years commercial experience. Excellent references. Must relocate immediately. Family man. Box 980E, BROADCASTING.

TELEVISION

Help Wanted

Sales

Experienced tv account executive wanted by medium market midwestern NBC affiliate. Excellent base plus commission. Write giving full details and salary requirements. Box 964E, BROADCASTING.

Technical

Staff openings for 3 first phone engineers with KPLO and KDLO in South Dakota. Contact John Gort, KDLO-TV, Garden City, South Dakota.

Television transmitter operator, first phone, for small tv station in Hawaii. Permanent job. Experience not as important as background and ability. KMVI-TV Wailuku, Maui, Hawaii.

TV technician first class. Closed circuit experience. Send resume and references to: Personnel Office, University of Maryland, College Park, Md.

Production-Programming, Others

Experienced cameraman to shoot and edit 16mm SOF (single) for tv. Also stills. Food work important. Active midwest affiliate needs commercially-minded craftsman. Box 984E, BROADCASTING.

Excellent opportunity for news director radio and tv seven-man department, equipped with Western Union weather, news wires. Mobile unit. Portable recorders and beeper photo department for still and film pics. Last director held position for 11 years. Send tape. Phono examples of work. Salary requirements and complete background to KWWL, Waterloo, Iowa.

TELEVISION

Situations Wanted

Management

General manager in one of nation's most competitive markets desires move for sound reasons. Present station has been built to ±1 in sales, ratings, operations, community standing. Strong broadcast management and sales background, including station, network, agency. Outstanding personal and industry references. Family man, civic leader. Box 973E, BROADCASTING.

Qualified manager or commercial manager. Fifteen years experience major market radio and tv sales plus accounting education. Past 4 years top salesman with present employer eastern vhf. Sober, reliable, permanent, married, middle-aged, financially responsible. References, resume and photo on request. Box 814E, BROADCASTING.

Announcers

TV newscaster. Authoritative voice, pleasing looks. 10 years radio, 4 years tv. Presently employed by one of southwest's top market stations. Seeking greater opportunity and permanency. Box 982E, BROADCASTING.

Announcer, producer, TV, film radio experience. News, sports, commercials, versatile. Box 988E, BROADCASTING.

Technical

Chief or assistant—Nine years experience in all phases of telecasting construction, maintenance, operation. Reliable family man. Box 115F, BROADCASTING.

Production-Programming, Others

Producer-director-announcer, 6 years radio-tv. B.A., high school teacher 3 years. Steady, sober, family man, one child. Box 922E, BROADCASTING.

Capable woman: TV or radio. 20 years experience as woman's pd, writer. Excellent commercial announcer. Can help build sales. Have handled all types accounts. Good appearance. Top performer for station offering worth while opportunity. State your needs and offer. Complete information upon request. Box 946E, BROADCASTING.

Producer-director. 7 years tv experience with net affiliate major eastern market, background in production, cameraman engineer, and film. References, will relocate. Box 948E, BROADCASTING.

Presently employed in managerial position in competitive 3 station market. Eager and capable for greater responsibilities in promotion, programming or production. Outstanding record in industry; highest recommendations from present employers. Can supply top network, agency and personal references. Married, bachelor of science degree, 3½ years experience in television. If you are looking for a sincere and qualified man to work as an integral part of your organization, write: Box 953E, BROADCASTING.

TV producer-director. Network, agency, local station operation, desires change. Box 976E, BROADCASTING.

FOR SALE

Stations

Major market highly rated station $350,000.00 29% down, must prove financial reliability before property will be revealed. Box 846E, BROADCASTING.

Midwest two am station market. City pop. 45,000. Local, unlimited, excellent potential. On air 10 years. Good sports background, good personnel. Remote trans operations. $78,000 with 29% down. Proper collateral for balance. No brokers. Box 876E, BROADCASTING.

New England major market, $200,000 total. Single station markets (2), $88,000 and $125,000. Chapman Company, 17 East 48th Street, New York.

Idaho. Quarter-kilowatt $26,100.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

VHF television stations (2), priced $450,000 and $2,000,000, both with terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. **Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.**

Gulf south (7) small and medium markets, prices ranging $45,000 to $125,000, most with terms. Chapman Company, 1182 West Peachtree, Atlanta.

Oregon. Quarter-kilowatt, $50,000.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

FOR SALE—(Cont'd)

Stations

West coast major market fm station, $100,000, terms. Also, working interest metropolitan area station, $25,000. Chapman Company, 33 West Micheltorena, Santa Barbara, Calif.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Ike chain new G-E iconoscope film channel, complete model 4PE5C. Very reasonable. Box 794E, BROADCASTING.

Magnecord PT63AH tape transport. Good condition, $215. Reply Box 947E, BROADCASTING.

GE fm 250 watt transmitter with Collins console and Andrew "V" type, 2 bay antenna including coax cable. Ideal for stereo with am. Must sell quick. Phone LO 4-4181, Nacogdoches, Texas.

Ampex model 350 C demonstrator, approximately 200 hours; Ampex model 601, approximately 250 hours. Also, used "A" series equipment. Write Dept. "B", Box 1060, Des Moines, Iowa.

Two Berlant recorders model BRX-1 with remote control. Excellent condition. Conalert receiver, rack model, by Kaar Eng. Like new. Best offer, separate or package. WDMG, Douglas, Georgia.

1—3 kw Federal (fm) transmitter with Andrew antenna with tubes (like new, in good condition) 1—G. E. frequency and modulation monitor (fm). 1—Gates RF amplifier and power supply (fm). 1—Gates remote control RDC-10 complete. (like new). Contact: William Emert, Radio Station WPHB, Philipsburg, Pa. or phone Dickens 2-2300.

Available immediately 200 foot self-supporting CN Blaw Knox tower. Six years old, WWIN, Baltimore, Maryland.

1 kw Gates BC-1J transmitter like new—remote controlled and antenna coupler, value new $4532.00—sell for $3500.00 cash—FOB, Little Rock—going 5 kw. Call John McLendon, 4-1617, Jackson, Mississippi.

200 foot heavily galvanized, self-supported steel tower, complete with bolts and all parts dismantled on ground. Tower weighs about 32000 pounds. Price $2500.00. Contact Angus Merritt, Gainesville, Florida.

Weather warning receivers—for Conelrad and disaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

One slightly used 500 GY Gates 500 w transmitter. Best offer. Ideal for remote control. Suffolk Broadcasting Corporation, P. O. Box 230, Patchogue, N. Y.

WANTED TO BUY

Stations

Financially responsible party wants to purchase large or small market station in one of the following states—West Virginia, Virginia, North Carolina, South Carolina, Georgia or Alabama. Will deal with individual or broker. Rush all replies to Box 914E, BROADCASTING.

AM metropolitan market in east, fulltime or daytime. Willing to assume sales on percentage basis with cash investment. Successful now in two major markets. Box 957E, BROADCASTING.

Experienced program, news and sports director desires interest in radio station or join personnel desiring to buy station. Box 117F, BROADCASTING.

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principles or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Equipment

5 or 10 kw fm transmitter in good condition. Send complete information on price, equipment, availability. Box 965E, BROADCASTING.

Wanted—Good mobile remote dj and news unit. Specify equipment, condition and price. Reply Box 972E, BROADCASTING.

Used equipment. Ampex 350. Microphones, Telefunken, Altec, RCA. Monitor amplifiers and speakers. Box 998E, BROADCASTING.

Wanted: T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

BUSINESS OPPORTUNITY

Manager wanted willing to invest $30,000.00 in profitable Florida station and operate. Confidential. Box 845E, BROADCASTING.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

RADIO

Situations Wanted

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

TELEVISION

Help Wanted

Sales

LOCAL AND REGIONAL SALES MANAGER

CBS Station in one of top southeastern markets has opening for local and regional sales manager. Splendid opportunity for experienced television salesman, with initiative, imagination and an energetic and genuine desire to grow with profitable television operation in one of the best sections of the south.

Box 103F, BROADCASTING

EMPLOYMENT SERVICES

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

RADIO—TV—ADVERTISING
PLACEMENT SERVICE
Relocate in the Progressive South
FLORIDA—GEORGIA—TENNESSEE—NORTH AND SOUTH CAROLINA—ALABAMA
- Copy writers
- Announcers
- Technicians
- TV Production
- Salesmen
- Artists

PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GEORGIA

Clarion Bcstg. Co., County Bcstg. Co., Clarion, Pa.—Designated for consolidated hearing applications for new am stations to operate on 1300 kc, 1 kw D; made **WERE Cleveland, Ohio**, party to proceeding.

Routine Roundup

Broadbent Television Translator Inc., Myrtle Point, Ore.—Granted cp for new tv translator station on ch. 78 to serve **Broadbent** and **Myrtle Point**, by translating programs of **KPIC** (ch. 4) **Roseburg.**

ACTIONS ON MOTIONS

By FCC

Commission on July 3 granted motion by **Summit Radio Corp. (WAKR-TV), Akron, Ohio**, for extension of time from July 2 to July 9 to file reply to oppositions of **Dispatch Inc., W. S. Butterfield Theatres Inc.** and **Trebit Corp.**, to its petition for reconsideration in tv rulemaking proceeding involving **Erie, Pa.; Akron-Cleveland, Ohio; Clarksburg** and **Weston, W. Va.; Flint-Saginaw-Bay City, Mich.**

By Chairman John C. Doerfer on dates shown

Granted requests by **Jackson Bcstg. & Television Corp., Parma**, and **State Board of Agriculture, Onondago** (both **Michigan**), for various corrections to transcript of oral argument in Parma-Onondaga, Mich., ch. 10 proceeding. Action July 2.

Granted requests by **Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., KXA Inc. (KXA), Seattle, Wash., Westinghouse Bcstg. Co. Inc. (WBZ), Boston, Mass.**, and Broadcast Bureau for various corrections to transcript of oral argument re applications Albuquerque Bcstg. Co. for mod. of cp and license to cover modified cp. Action July 3.

By Commissioner Rosel H. Hyde on July 3

Granted petition by **Acadian Television Corp., Lafayette, La.**, for extension of time to July 9 to file petitions for review of order of hearing examiner released June 26, and extension of time to July 14 to file replies to oppositions of Broadcast Bureau and **Camellia Bcstg. Co. Inc. (KLFY-TV), Lafayette, La.**, to Acadian's petitions to enlarge and change issues in **Lake Charles-Lafayette, La.**, tv ch. 3 proceeding.

By Chief Hearing Examiner James D. Cunningham on July 3

Granted petition by **Hemet-San Jacinto Valley Bcstg. Co., Hemet, Calif.**, for dismissal without prejudice of its am application; retained in hearing status applications of **L & B Bcstg. Co., Hemet** and **San Luis Rey Bcstg. Co. Inc. (KSLR), Oceanside, Calif.**

Granted petition by **F. Keith Brown, Cuthbert, Ga.**, for dismissal without prejudice of his am application; retained in hearing status application of **James S. Rivers Inc. (WJAZ), Albany, Ga.**

By Hearing Examiner Elizabeth C. Smith on July 3

Granted petition by **Rome Community Bcstg. Co., Rome, N. Y.**, to amend its am application presently scheduled for hearing on July 22 to show change in frequency from 1220 kc to 1350 kc, removed from hearing docket and returned to processing line.

Granted motion by **Entertainment Service Inc., Solvay, N. Y.**, and continued indefinitely schedule of dates for exchange of direct affirmative case, further prehearing conference and commencement of hearing in proceeding on its am application and those of **Rome Community Bcstg. Co., Rome**, and **James A. McKechnie, North Syracuse, N. Y.**

By Hearing Examiner H. Gifford Irion on July 3

Continued oral argument scheduled for July 7 to July 14 in proceeding on am applications of **Charles R. Bramlett, Torrance, Calif.**, et al.

By Hearing Examiner Charles J. Frederick on July 7

On oral request by **Radio Dinuba Co. (KRDU), Dinuba, Calif.**, rescheduled further hearing presently scheduled for 9:00 a.m., July 9, to commence at 10:00 a.m., July 11, in proceeding on its am application and that of **Enterprise Bcstg. Co., Fresno**, and **Air Waves Inc. (KONG), Visalia, Calif.**

By Hearing Examiner J. D. Bond on July 3

Granted petition by **Capitol Bcstg. Co., East Lansing, Mich.**, for extension of time from July 8 to July 18 to file proposed findings of fact and from July 22 to Aug. 1 to file reply pleadings in am proceeding on its application and that of **W. A. Pomeroy, Tawas City-East Tawas, Mich.**

By Hearing Examiner Charles J. Frederick on July 7

On oral request by applicant, rescheduled further prehearing conference from July 8 to 9 a.m., July 29 on am application of **Kenneth G. Prather** and **Misha S. Prather, Boulder, Colo.**

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 3

KSFR San Francisco, Calif.—Granted assignment of license to **K. S. F. R. Inc.**

WHHY Montgomery, Ala.—Granted assignment of license to **Broadcast Service of Montgomery Inc.**

KSUE Susanville, Calif.—Granted assignment of license to **James E. McKahan.**

WGOK Mobile, Ala.—Granted assignment of cp to **W.G.O.K. Inc.**

WEAT-TV West Palm Beach, Fla.—Granted cp to change ERP to vis. 100 kw (DA), aur. 53.7 kw (DA), ant. height 310 ft., and make other equipment changes.

KNBC San Francisco, Calif.—Granted cp to install new trans. as aux. trans. at present main trans. site; without prejudice to such action as Commission may determine is warranted as result of final determinations in antitrust actions presently pending against **National Bcstg. Co. Inc.**, and **Radio Corp. of America.**

KTKN Ketchikan, Alaska—Granted cp to install new type trans.

WBLF Bellefonte, Pa.—Granted change of remote control authority.

KGHL Billings, Mont.—Granted change of remote control authority, while using nondirectional ant.

KHIT Walla Walla, Wash.—Granted authority to sign-off at 6:30 p.m. through Aug.

WTLG Bowling Green, Ohio—Granted authority to sign-on at 6:30 a.m., sign-off at 6 p.m., on weekdays; sign-on at 8 a.m. and sign-off at 5 p.m. on Sundays through Sept. 30, due to engineer shortage.

WKTS Brooksville, Fla.—Granted extension of authority to remain silent through Sept. 3, for completion of repairs.

KLUK Evanston, Wyo.—Granted authority to operate from 6:30 a.m. to 6:30 p.m. and provide night time service where it is in public interest, convenience and necessity through Sept. 30.

KFBK-FM Sacramento, Calif.—Granted extension of authority to remain silent for additional 30 days, until July 26, to permit completion and testing of new facilities.

Actions of July 2

Granted licenses for following am stations: **WINF Manchester, Conn.; WGOA Winter Garden, Fla.; WMPT South Williamsport Pa.**, and specify studio location and remote control point, **WFRA Franklin, Pa.**, and change studio location and delete remote control operation; **KBLT Big Lake, Tex.**, and change studio location (trans. location) and specify type trans.

WLAU Laurel, Miss.—Granted license covering changes in facilities, ant.-trans. location, make changes in ant. and ground systems and installation new trans.

WDSG Dyersburg, Tenn.—Granted license covering moving trans. approximately 300 ft. from present location; change studio address and operate trans. by remote control.

WHFM Rochester, N. Y.—Granted license covering reactivation of fm station; move trans. to am site; reduce ERP and ant. height and make changes in ant. system.

KIFI Idaho Falls, Idaho—Granted license covering changes in facilities; installation new trans., make changes in ant. system, correct coordinates and change studio and ant.-trans. location..

KOFI Kalispell, Mont.—Granted license covering changes in facilities and installation new trans.

KFWB Los Angeles, Calif.—Granted license covering change of ant.-trans. location, utilizing common radiator with **KLAC**; remote control permitted; condition.

WEJL Scranton, Pa.—Granted license covering installation of new trans.

WWWF Fayette, Ala.—Granted license covering installation of new trans.

WKXY Sarasota, Fla.—Granted license covering change of hours of operation, DA-D to DA-2 and make changes in ant. system.

KOBY San Francisco, Calif.—Granted license covering installation of new trans. as alternate main trans. at main trans. site and change studio location.

WKPA New Kensington-Tarentum, Pa.—Granted license covering installation of old main trans. as aux. trans. at present location of main trans.; and license covering increase in power, installation new trans. and directional ant. (DA-D).

KRLD-TV Dallas, Tex.—Granted cp to change type trans. and other equipment.

KBIZ Ottumwa, Iowa—Granted cp to install new trans., change ant.-trans. location, studio location and remote control point, and make changes in ground system.

KFOX Long Beach, Calif.—Rescinded action of June 3 granting license to change ant.-trans. location, install new ant. and trans. and operate trans. by remote control.

Actions of July 1

WJOE, WFTW Ward Ridge and Ft. Walton Beach, Fla.—Granted acquisition of positive control by **Wilbur R. Powell** through purchase of stock from **H. H. Harris Jr.**, and **Katherine G. Harris.**

KRE-FM Berkeley, Calif.—Granted cp to increase ERP to 19.5 kw, decrease ant. height to minus 32 ft. and install new type ant.; conditions.

WGFS Covington, Ga.—Granted cp to replace expired cp to change studio location and ant.-trans. location and make changes in ant. and ground system.

WNGO Mayfield, Ky.—Granted cp to install new trans.

WJHL-FM Johnson City, Tenn.—Granted cp to increase ERP to 9.6 kw, increase ant. height to 1400 ft., and change ant.-trans. location.

WCPO-FM Cincinnati, Ohio—Granted mod. of SCA to conduct background music service and a storecasting service on multiplex basis for period ending Oct. 1; condition.

KZUN Opportunity, Wash.—Granted change of remote control authority.

KQIK Lakeview, Ore.—Granted extension of authority to allow station to sign-off at 7 p.m. through July 31.

KIBS Bishop, Calif.—Granted authority to operate only from dawn to dusk for 90 day period starting July 1; economic reason.

WPRS Paris, Ill.—Granted authority to sign-off at 6 p.m., CST, for months of July and Aug.

KDWT Stamford, Tex.—Granted authority to sign-off daily at 7 p.m., CST, for period of 4 months; economic reasons.

Following stations were granted extensions of completion dates as shown: KDEN-FM Denver, Colo. to Sept. 30 and KRFA Fordyce, Ark. to Jan. 6, 1959.

Actions of June 30

WJBC, WJBC-FM Bloomington, Ill.—Granted assignment of licenses from **Bloomington Bcstg. Corp.** (Ill. Corp.) to **Bloomington Bcstg. Corp.** (Del. Corp.).

KITE-FM San Antonio, Tex.—Granted assignment of license, cp and SCA to **Musical KITE Inc.**

WDTR (FM)* Detroit, Mich.—Granted license covering changes in noncommercial educational fm station.

Granted licenses for following noncommercial educational fm stations: WAMC Albany Medical College of Union University, Albany, N. Y.; WRTC-FM Trinity College, Hartford, Conn. and WFMU Upsala College, East Orange, N. J.

WENO Madison, Tenn.—Granted cp to install new trans. as aux. trans. at present main trans. site.

WTAG Worcester, Mass.—Granted cp to install new main trans.

KWHI Brenham, Tex.—Granted cp to install new trans.

WHSM Hayward, Wis.—Granted cp to make changes in ant. system (increase height).

WROV Roanoke, Va.—Granted cp to install new trans.; and cp to install presently licensed main trans. as alternate main trans. at present main trans. site.

KPIX San Francisco, Calif.—Granted cp to modify modulation system of visual and aur. trans.; ant. height 1140 ft.

KCPS Tacoma, Wash.—Granted cp to increase ERP to 800 w.; increase ant. height to 120 ft.; install new type ant., and change ant.-trans. and studio location; condition.

WYNN Florence, S. C.—Granted mod. of cp to make changes in ant. system (increase height); conditions.

KEFM (FM) Oklahoma City, Okla.—Granted mod. of cp to decrease ERP to 2.9 kw, and change type trans.; condition.

Following stations were granted extensions of completion dates: KSWB (TV) Elk City, Okla. to Jan. 20, 1959 and KHAD-TV Laredo, Tex. to Jan. 20, 1959.

FOR SALE

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TAPE RECORDERS
All Professional Makes
New—Used—Trades
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IDENTIFY YOURSELF!
YOUR STATION CALL LETTERS, to clamp on license plates. Channel or frequency numbers plus Bold impressive call letters in GOLD, increased in heavy polished lucite. VISIBLE at distance. Tells who you are. Sells your station. UNIQUE. DIGNIFIED. DURABLE. ATTRACTIVE. Ready to mount. Check or money order payable for $4.50 to:
MAYCRAFT PRODUCTS,
BOX 961E, BROADCASTING

UPCOMING

July

July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA Los Angeles.
July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.
July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texhoma Lodge, Lake Texhoma.
Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.
Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.
Aug. 19-22: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.
Aug. 22-23: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.
Aug. 25-29: American Bar Assn., Los Angeles.
Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

September

Sept. 4-5: RAB Regional Management Conference, Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 5-6; Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 8-9: RAB Regional Management Conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 11-12: RAB Regional Management Conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 15-16: RAB Regional Management Conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 19-21: International Sight & Sound Exposition's seventh annual High Fidelity Show and Music Festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB Regional Management Conference, Hotel Morain-on-the-Lake, Highland Park, Ill.
Sept. 25-26: RAB Regional Management Conference, St. Clair Inn & Country Club, St. Clair, Mich.
Sept. 26-27: Mississippi Broadcasters Assn. Management Conference, U. of Mississippi, University.
Sept. 29-30: RAB Regional Management Conference, Princeton Inn, Princeton, N. J.

October

Oct. 5-6: Texas Association of Broadcasters, fall conference, Texas Hotel, Fort Worth.
Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.
Oct. 8-10: IRE Canadian convention, Exhibition Park, Toronto.
Oct. 9-10: Central AAAA region annual meeting, Drake Hotel, Chicago.
Oct. 12-15: Western Region, American Assn. of Advertising Agencies, annual convention, El Mirador Hotel, Palm Springs, Calif.
Oct. 12-15: Western AAAA region annual meeting, El Mirador, Palm Springs, Calif.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 16-18: Missouri Broadcasters Assn., St. Louis.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 27-28: Eastern AAAA region annual meeting, Biltmore, N. Y.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.

November

Nov. 5: East Central AAAA region annual meeting, Commodore Perry, Toledo, Ohio.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 23-24, Shoreham Hotel, Washington, D. C.

INTERNATIONAL

Dunton Resigning CBC Chair To Take Carleton U. Presidency

A. Davidson Dunton, for the past 13 years chairman of the board of governors of the Canadian Broadcasting Corp., has resigned his post to become president of Carleton U., Ottawa. Mr. Dunton was 33 years old when he took on the CBC chairmanship, and prior to that had been editor of the *Montreal Standard* and during part of World War II headed the Canadian Information Board.

During his tenure as head of the government's CBC, Mr. Dunton expanded its network operations and was a leading figure in setting up Canada's television system and policy limiting stations to one per city till all the country was covered. While the CBC was under frequent attack by the Conservative party before it came into power last year, Mr. Dunton personally has been highly commended by politicians of all parties. The chairman gave no reasons for resigning his $17,000 post at this time, but said the post at Carleton was to his liking.

Set Sales Slipping in Canada

May sales of television receivers in Canada, at 20,389, surpassed the 18,644 sold in May of last year but were down from 24,558 in April 1958 as tabulated by the Radio-Electronics-Manufacturers Assn. of Canada. The total for the first five months of this year was 142,260 sets as against 149,215 in five months of 1957.

Radio receiver sales in May amounted to 43,271 sets as against 45,827 sets in May 1957 and 39,470 in April 1958. The five-month total for 1958 was 182,522 sets as compared with 210,447 in the 1957 period.

Satellites Proposed in Canada

The Canadian Broadcasting Corp. is surveying the possibility of establishing six satellite tv stations at various points in Canada, Revenue Minister George Nowlan stated in the House of Commons at Ottawa June 26. The satellites planned are English-language stations at Corner Brook, Nfld.; Liverpool, N. S.; Kenora, Ont, and Trail, B. C., and French-language stations at Moncton, N. B., and St. Boniface, Man. The stations would be linked to the CBC's national tv microwave network, as CBC tv stations are not near any of these communities except in one case, St. Boniface, which is near Winnipeg, where CBWT (TV) is a CBC English-language station.

BBM Publishing Tv Ratings

The Bureau of Broadcast Measurement, Toronto, is publishing for the first time a television network report covering 40-50 programs, and based on its spring 1958 survey. The tv network report will be available only to BBM members (stations, advertisers and agencies) at $150. It will contain five regional breakdowns, four for English-language tv network programs in the Pacific, Prairie, Mid-Eastern and Atlantic divisions of the country, and one French-language tv network report. The report will show the percentage of all households tuned to each tv network program, estimated percentage of tv households tuned to the program, and estimated number of tv receivers tuned.

William L. Putnam, President

Like Hundreds of Broadcasters . . .

President
WILLIAM PUTNAM of
WWLP
Springfield, Mass.
and
Vice-President
GEORGE TOWNSEND

Selected STAINLESS TOWERS

George R. Townsend, Vice Pres., in charge of development

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

The day Sister Eleanor was late for class

Why? – because of a TV cowboy star...

What does he have to do with the punctuality of the good Sister? Plenty, when the guy is a pal of hers and her tender charges — and he's got troubles.

A *real* cowboy like WOOD and WOOD-TV's Buck Barry comes equipped with a horse. Some time back, while Buck was doing his afternoon show, Thunder's barn caught fire and Thunder went to horse heaven. The story of Buck's loss was front page — leading to his being presented with a new Thunder and accompanying gear on a noontime NBC-TV show — so, Sister Eleanor and hundreds of other teachers in WOODland delayed their classes to share Buck's pleasure in acquiring a new Thunder.

In children's hospital wards, Christmas parades and at super market openings, Buck and Thunder are as familiar as they are to countless lookers and listeners to WOOD-TV, and WOOD.

If you seek to prosper in WOODland, associate your advertising with people who are known, loved, believed — people like Buck Barry, for instance. See Katz for details.

WOOD-TV is first—morning, noon and night, Monday through Sunday—November '57 Grand Rapids ARB

WOOD-AM is first—morning, noon and night, Monday through Sunday—April '58 Grand Rapids Pulse

Everybody in Western and Central Michigan is a WOODwatcher!

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

MONDAY MEMO

from **ROLLO HUNTER,** *vice president, Erwin Wasey, Ruthrauff & Ryan, New York*

Madison Avenue price war headed for mass 'filmicide'

We've all had ambivalent feelings about bargains we have struck. In a gasoline war, it feels good to save several cents a gallon, but there is that twinge of uneasiness about the embattled filling station man competing himself out of existence. Similarly, in contracting for film commercials, it warms the heart to save several dollars a foot, but we can't help wondering if there isn't a catch somewhere. And with good reason. There so often is.

Many producers, caught in the trap of price cutting to keep their doors open and their staff at work, feel that this current trend can lead only to disaster. They envision a sort of mass "filmicide" for the marginal houses, but once caught, they don't know how to break free. The root of the trouble may very well be the prevalent agency bidding system—two, three or more competitive bids, low man take all.

Nobody seems to be really in favor of this auction-in-reverse because nobody could seriously want to degrade commercial quality. Yet the system keeps spreading. Weaknesses on the part of producer, agency and client probably contribute equally.

To swing around quickly on the Vicious Circle Tour, first outward bound: Desperate producer bids too low. Short-sighted agency awards job. Misguided client congratulates self. Then the return trip: Producer cuts too many corners. Agency is angry but stuck. Client is loser.

A random check of some leading producers indicates a unanimity of opinion. Jim Love of James Love Productions Inc. says, "If the price war continues, more producers will close their doors and eventually the boiling-down process may leave agencies with a dangerously small group from which to choose." Carl Carbone of National Screen Service Inc., firmly seconds that motion: "It's possible that within three to five years there may be no more than 20 or so producers in New York."

Harold Wondsel of Wondsel, Carlisle and Dunphy Inc. lays it on the line: "Underbidding is one of the most evil practices in the industry." If an agency man knows his business, he's sure to smell something rancid about a ridiculously low bid. What his educated nose may detect is some decaying ethics—the producer who comes in at rock bottom strictly on the gamble that if he gets his foot in the door now, he'll get his hand in the till later, by padding future jobs. Bill Gargan Jr. of Van Praag Productions feels that always selecting the lowest bid "is a great injustice to the industry, the agency, and above all, the client."

Other top producers emphasize additional facets of the bottom-bid situation which cause trouble. Russ Raycroft of Wilding Pictures feels that the standard bidding system tends to deprive good producers "of a chance to work long enough with one agency or on one account to understand the problems fully and thus to turn in the best work possible." He draws a parallel with the client who changes agencies every year and therefore never gets the full potential out of any one of them. Roland Reed of Roland Reed Productions flicks a sensitive nerve: "Some agencies have to find out the hard way that it's far better to do business with a film company making a fair and reasonable profit than with somebody who is taking a financial beating." And Peter Elgar of Peter Elgar Productions Inc. may be striking close to the heart of the matter when he says, "Always restricting production to the lowest bidder makes no sense. Clients must trust their agencies to select producers on a qualitative basis, not within the strangling limitation of price alone."

So say some of the New York producers. In a supporting agency viewpoint, Chris Valentine Jr., director of commercial production for McCann-Erickson, puts it this way: "Ideally, you pick the producer with the best creative people on his staff. Try to match the capabilities of that producer with your own conception of the production. Only after that, let cost be a consideration."

Producer, agency film specialist, client representative—all can easily recognize abuses inherent in the competitive bid system. All can, if they want to look at the seamy side, recognize the possibility of dread corollary diseases such as kickback or payola creeping into the picture. All can plainly see that it isn't economically healthy to let production houses be starved into bankruptcy. All can probably agree that some big improvements are in order. Yet nothing seems to happen. The production price war continues and more producers are worrying about meeting their next payroll.

Maybe one hitch in this is that sometimes producers talk one way as a high-minded group, another as individuals chasing an elusive buck. It is one of the avowed purposes of the Film Producers Assn. of New York to establish and maintain a high standard of ethics. FPA is doing a good job trying to stabilize a business long subjected to vicissitudes of every imaginable kind. But it doesn't have real policing powers. Further, you can't really blame the individual producer who nervously undercuts prices as a last ditch effort to survive.

If a general upgrading is ever to come about, it will surely have to be cooperative. Agencies can't overhaul their film bidding practices until clients have full confidence in their ability to get the best job for a proper price, not necessarily the lowest bid. And producers, by way of curbing their suicidal tendencies, will have to switch from short to long focus—build for the future on creative and technical capabilities, resisting forever those foot-in-the-door bids.

Rollo Hunter, b. June 22, 1920, Salt Lake City, B.A. from U. of Southern California. Started as actor-announcer in Utah, worked at KFI-KECA Los Angeles before wartime Navy service. Spent five years at ABC, became network production manager, Western Div. Joined John Edwards agency in 1951 as copy chief, tv-radio producer, next year moved to Erwin Wasey, Los Angeles. Transferred east in 1956 to head EW tv-radio dept., is vice president and director of television and radio for EWR&R. Is married and lives in Manhattan with wife, Mary, who is writer at J. Walter Thompson.

Wrong Enemy

CLASS warfare is developing in radio, and all radio is apt to get hurt.

A good many independent operators and their national representatives have begun openly to attack the principle of network-affiliate operation.

Networks and their affiliates and representatives with network affiliates on their lists have begun openly to attack independents.

The attacks are getting more violent by the week. Unless curbed, they cannot result in anything but harm to both sides.

What the antagonists fail to realize is that independents as a class and network affiliates as a class are neither good nor bad. Within each class there are infinite variations of objective and performance.

No one but rival advertising media would stand to gain by the destruction of either class of stations.

It is natural and desirable, of course, for stations to compete with one another for audience and for advertising.

But competition and warfare are not synonymous. It is quite possible for one station (or one class of stations) to sell successfully against another without coincidentally seeking its extermination.

Tax Monster Destroyed

THE Founding Fathers of the nation won a notable victory last week. The attempt of the city of Baltimore to impose municipal taxes amounting to 6% on advertising was declared unconstitutional by Circuit Judge Joseph L. Carter because they "violate the fundamental guarantees of freedom of the press."

It was a victory, too, for all communications media, which contested the tax even after Baltimore's ambitious Mayor Thomas R. D'Alesandro had given up on it. The question of constitutionality and of discriminatory taxation had not been settled, and the newspapers and broadcast stations of Baltimore, backed by national media, carried the fight to the courts.

Mayor D'Alesandro began his tax crusade in November last year. He rammed it through his City Council. It wasn't long before several other cities, always in quest of new revenues, proposed similar taxes. It was evident that if Baltimore could make the tax stick, it would spread like Asiatic flu.

But by February, Mayor D'Alesandro knew he was licked, thanks to the swift action of the Baltimore media. He announced the tax would be abandoned at the end of the year. Meanwhile the impost was being collected (and now must be refunded to the extent of about $750,000).

Judge Carter's clearly worded opinion should deter city and state governments from attempting to impose discriminatory taxes against advertising. This potent paragraph from his opinion is worth repeating and remembering:

"The press, religion and speech are constitutionally entitled to freedom from the control of the governments of the United States and of the States. They are, therefore, immune from any form of regulation or taxation which can be used, directly or indirectly, as a means of political control."

Late But Significant

PROBABLY too late in the session to do any good the Senate Commerce Committee has reported out unanimously the Potter Resolution (S. J. Res. 106) to create a high level commission to study spectrum utilization by government, along with prospective requirements. The purpose was and is to find an equitable and amicable solution for the spectrum needs of tv and still accommodate government and other services.

The committee reported the bill unanimously after having heard the week before from the FCC about the proposal for a swap of spectrum space (Craven Memorandum) to solve the excruciating tv space problem. Comr. T. A. M. Craven already has begun conversations with the military on the proposed exchange to give tv a contiguous band of at least 25 channels. It would seem that the Potter Resolution and the Craven conversations may be duplications of effort, since each would be designed to accomplish the same end result.

Sen. Potter (R-Mich.) introduced his resolution more than a year ago. A companion bill was introduced in the House by Rep. Bray (R-Ind.). It would have been far better if either Senate or House Committee had acted promptly. Now, with Congressional adjournment scheduled a month hence, only a legislative miracle could bring passage, particularly since the military is opposed to revelation of its spectrum usage.

But the Senate Committee action nevertheless is important. It serves notice on the military of the serious Congressional intent. And it should ease the task of the FCC in negotiating a long-range exchange of frequencies to give tv the elbow-room it needs for expansion.

Drawn for BROADCASTING by Sid Hix

"Perfectly good white coats . . . wonder why they threw 'em out?"

The Great Sports Hoax

A GREAT hoax will be perpetrated upon the public if the Senate is sweet-talked into passage of legislation adopted by the House to exempt professional sports from the anti-trust laws.

Hearings were begun before a Senate Judiciary Subcommittee last week on the Walter bill, which swept through the House a fortnight earlier. This measure goes all the way in exempting baseball, football, basketball and hockey from any responsibilities under the antitrust laws. It would permit the sports entrepreneurs—businessmen all—to black out free broadcasts at will, to place them on pay tv, or devise any other means of making the public pay through the nose.

It would give the club owners the kind of arbitrary authority that Congress never has been willing to vest in other businesses. Today, if two or more competitors get together to discuss the welfare of their industry or service, they are vulnerable under the antitrust laws because of "collusion" or "conspiracy." The sports tycoons, under the Walter bill, could conspire at will and tell the Dept. of Justice to take a running jump.

How elected members of Congress could be lobbied into such legislation as the Walter bill is hard to fathom in the light of recent events. Take, for example, the moves of the New York Giants and the Brooklyn Dodgers to San Francisco and Los Angeles. They went westward because of the gate and the promise of rich returns from pay tv. Franchises and players are traded at will to best serve the commercial interests of club owners.

Opponents of the Walter bill did get one break last week. Calvin Griffith, president of the Washington Senators, pulled a boner when word leaked that he was interested in shifting the American League franchise to another city. Reason: more profit.

As a result of this, the Senate Committee is taking another look at the Walter measure. The Antitrust Div. of the Justice Dept. and the Federal Trade Commission are opposing the carte blanche exemptions, as is Chairman Celler (D-N.Y.) of the House Judiciary Committee. Broadcasters, through the NAB, are pitching against the measure. But the power of the sports lobby, notably that of baseball which has created the aura of eleemosynary indispensability, cannot be sold short.

A simple understanding of nomenclature, we think, can convince Congress. Are professional sports pastime or industry?

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